

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER, 198

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AR 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.8	13.6	14.8	11.5		13.3	15.3	12.7	13.0	13.8	13.5	12.8	13.3
NO. OF PROGRAMS†	7	12	20	4	IFR	7	20	31	25	34	59	27	86

	EVENING 8:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chn- dram's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.2	10.1	4.3	6.0	4.4	3.8	3.9	6.3	5.3	5.1	9.1	6.1	8.3
NO. OF PROGRAMS†	4	3	8	13	9	6	14	11	25	38	7	8	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 9:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 15, 1985

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCE		RANK	PROGRAM	AUDIENCE	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	GOLDEN GIRLS#	25.0	21,480	11	CBS SPEC MOVIE PRESENT(S)	18.7	16,060
2	BILL COSBY SHOW	24.8	21,300	11	FACTS OF LIFE#	18.7	16,060
3	227#	23.8	20,440	13	60 MINUTES	18.3	15,720
4	MISS AMERICA PAGEANT(S)	23.7	20,360	14	BACK TO NEXT SATURDAY(S)	18.1	15,550
5	NFL MONDAY NIGHT FOOTBALL#	20.7	17,780	15	HELL TOWN#	17.7	15,200
6	FAMILY TIES	20.5	17,610	16	MOVIE OF THE WEEK-WED(S)	17.2	14,770
7	BARBARA WALTERS SPECIAL(S)	20.3	17,440	17	NIGHT COURT#	17.0	14,600
8	ABC SUNDAY NIGHT MOVIE	19.1	16,410	18	GIMME A BREAK#	16.6	14,260
9	CHEERS	19.0	16,320	19	CBS TUESDAY NIGHT MOVIES#	16.5	14,170
10	MURDER, SHE WROTE#	18.8	16,150	20	HIGHWAY TO HEAVEN#	16.2	13,920

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1985 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
KEY										KEY									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
*EVENING										1 SUN. 8.34P 1 ABC SN									
A TEAM TUE. 8.00P 60 NBC A 44										2 SUN. 8.32P 1									
196 202 97 96										205 208 98 99									
ABC ALL-STAR SPECTACULAR(S)										ABC SUNDAY NIGHT MOVIE 41									
2 SUN. 8.00P 60 ABC GV										1 SUN. 9.00P 125 ABC FF									
205 99										2 SUN. 9.00P 115									
ABC BUSINESS BRIEF-WED 45										ABC THURSDAY NIGHT MOVIE 12									
1 WED. 9.04P 1 ABC N										1 THU. 8.00P 120 ABC FF									
2 WED. 8.56P 1										ABC WORLD NEWS TONIGHT 230									
176 197 90 94										M-F 6.30P 30 ABC N									
ABC BUSINESS BRIEF-FRI 22										ABC WRLD NEWS TONIGHT-SUN 39									
1 FRI. 8.14P 1 ABC N										SUN. 6.30P 30 ABC N									
2 FRI. 8.15P 1										AIRWOLF 7									
ABC MOVIE SPEC(S) 206										2 SAT. 8.00P 60 CBS A									
1 WED. 8.00P 180 ABC FF										AMERICAN ALMANAC (WED)(S) 201									
ABC MOVIE SPECIAL-WED(S) 192										2 WED. 10.00P 60 NBC DN									
2 WED. 8.00P 120 ABC FF										AMERICAN PORTRAIT 117									
ABC MOVIE SPECIAL-SAT(S) 188										1 TU&TH 8.58P 1 CBS DO									
2 SAT. 8.00P 120 ABC FF										2 M & TH 8.58P 1									
ABC NEWSBRIEF-MON 34										2 TUE. 8.52P 1									
1 MON. 9.39P 1 ABC N										AMERICAN PORTRAIT-SUN(B) 208									
2 MON. 8.58P 1																			
ABC NEWSBRIEF-TUE 46																			
185 185 94 93																			

TUE. 9.58P 1 ABC N										2 SUN. 9.05P 3 CBS DO									
ABC NEWSBRIEF-WED 46	192	187	95	93	A	9.7	16	833		BACK TO NEXT SATURDAY(S)	198	98	A	18.1	29	1555			
1 WED. 9.57P 1 ABC N					B	18.1	28	1555		2 THU. 8.30P 30 NBC CE									
2 WED. 9.58P 1										BARBARA MANDRELL SPECIAL(S)	202	99	A	10.7	17	919			
ABC NEWSBRIEF-THU 46	186	196	93	95	A	11.9	19	1022		1 TUE. 9.00P 60 CBS GV									
1 THU. 9.58P 1 ABC N					B	11.3	18	971		BARBARA WALTERS SPECIAL(S)	208	99	A	20.3	35	1744			
2 THU. 9.51P 1										2 FRI. 9.00P 90 ABC CC									
ABC NEWSBRIEF-FRI 46	163	189	86	94	A	13.1	23	1125		BENSON 23	167	205	90	98	A	10.8	20	928	
1 FRI. 9.58P 1 ABC N					B	10.6	18	911		1 FRI. 9.00P 30 ABC CS					B	11.2	21	962	
2 FRI. 9.54P 1										2 FRI. 10.30P 30									
ABC NEWSBRIEF-SAT. 46	191	190	93	94	A	10.5	19	902		BILL COSBY SHOW 47	208	209	99	99	A	24.8	42	2130	
1 SAT. 9.55P 1 ABC N					B	13.1	23	1125		THU. 8.00P 30 NBC CS					B	23.1	38	1984	
2 SAT. 9.58P 1										BUGS BUNNY'S MAD WORLD-TV(S)	134	75			A	5.2	10	447	
ABC NEWSBRIEF-SUN. 46	194	194	95	95	A	18.4	29	1581		1 FRI. 8.00P 30 CBS EA									
SUN. 9.59P 1 ABC N					B	15.3	24	1314		CAGNEY & LACEY 38	207	206	99	98	A	13.5	23	1160	
ABC NFL FOOTBALL SPECIAL(S)		206		98	A	14.8	25	1271		MON. 10.00P 60 CBS OP					B	15.9	26	1366	
2 THU. 8.00P 197 ABC SE										CBS EVENING NEWS-RATHER 235	204	208	98	99	A	11.0	22	945	
ABC SATURDAY SNEAK PEEK(S)	179		95		A	10.2	19	876		M-F 6.30P 30 CBS N					B	12.5	24	1074	
1 FRI. 8.30P 30 ABC CE										CBS REPORTS-TUE(S)	199	99			A	9.2	16	790	
ABC SPECIAL REPORT-8:03P(S)		186		92	A	9.6	17	825		1 TUE. 8.00P 60 CBS DN									
2 WED. 8.03P 5 ABC N										CBS SAT. NEWS-SCHIEFFER 39		179		91	A	7.3	17	627	
ABC SPORTS UPDATE-SAT 44	164	197	88	95	A	9.4	17	807		2 SAT. 6.30P 30 CBS N					B	8.3	18	713	
1 SAT. 8.58P 1 ABC SN					B	12.0	22	1031		CBS SATURDAY NIGHT MOVIE 6	196	190	96	96	A	8.4	15	722	
2 SAT. 9.00P 1										1 SAT. 9.24P 120 CBS FF					B	9.0	17	773	
ABC SPORTS UPDATE-SUN 44	203	201	96	96	A	12.3	20	1057		2 SAT. 9.00P 120									

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
EVENING CONT'D																															
CBS SPEC MOVIE PRESENT(S)						207		99		A	18.7	30	1606	KNIGHT RIDER						5	171	180	93	96	A	11.1	21	953			
1 SUN. 9.02P 120 CBS FF														FRI. 8.00P 60 NBC A											B	9.7	20	833			
CBS SPECIAL MOVIE PRES.(S)						202		97		A	11.7	21	1005	LIFES EMBARRASS MOMENTS-2(S)							187		94		A	9.8	18	842			
1 FRI. 9.00P 120 CBS FF														1 FRI. 10.00P 60 ABC U																	
CBS TUESDAY NIGHT MOVIES						3	205		99	A	16.5	26	1417	LIFES/EMBARASSING MOMENTS(S)								203		97	A	12.9	23	1108			
2 TUE. 8.00P 120 CBS FF										B	11.9	20	1022	2 TUE. 10.00P 60 ABC U																	
CBS WEDNESDAY NIGHT MOVIE						41	204	198	99	96	A	13.6	23	1188	LOVE BOAT						45	202	198	97	97	A	11.7	21	1005		
WED. 9.00P 120 CBS FF										B	12.0	20	1031	1 SAT. 9.00P 120 ABC CS											B	13.8	25	1185			
CFA COLLEGE FOOTBALL SPEC(S)							204		98	A	11.0	18	945	2 SAT. 10.00P 60																	
1 MON. 8.00P 176 ABC SE														MACGRUDER AND LOUD						13	186		97		A	13.6	24	1168			
CHEERS						44	194	205	98	99	A	19.0	31	1632	1 TUE. 10.00P 60 ABC OP											B	12.6	22	1082		
1 THU. 9.00P 30 NBC CS										B	18.5	29	1589	MAGNUM, P.I.						45	196	207	96	99	A	11.0	18	945			
2 THU. 9.30P 30														THU. 8.00P 60 CBS PD											B	15.7	26	1349			
FACTS OF LIFE						1		199		99	A	18.7	34	1606	MIAMI VICE						42	199	197	99	99	A	14.4	26	1237		
2 SAT. 8.30P 30 NBC CS										B	18.7	34	1606	FRI. 10.00P 60 NBC OP											B	15.0	26	1289			
FACTS OF LIFE-SPECIAL(S)							178		94	A	12.7	23	1091	MISS AMERICA PAGEANT(S)								207		99	A	23.7	44	2036			
1 SAT. 9.00P 30 NBC CS														2 SAT. 10.00P 122 NBC AC																	
FAMILY TIES						46	205	198	99	98	A	20.5	34	1761	MR. BELVEDERE						3		197		96	A	11.8	22	1014		
1 THU. 8.30P 30 NBC CS										B	20.8	33	1787	2 FRI. 8.30P 30 ABC CS											B	10.5	20	902			
														MOONLIGHTING						5	198	202	98	98	A	16.1	25	1383			

2 THU.	9.00P	30								TUE.	9.00P	60 ABC PD				B	16.7	28	1435			
GIMME A BREAK			35	175	94	A	12.2	24	1048	MOTOWN REVUE		5	190	186	98	98	A	8.9	16	765		
1 SAT.	8.00P	60 NBC CS				B	12.8	23	1100	FRI.	9.00P	60 NBC GV				B	9.5	18	816			
GIMME A BREAK			1	198	98	A	16.6	32	1426	MOVIE OF THE WEEK-WED(S)			193		98	A	17.2	29	1477			
2 SAT.	8.00P	30 NBC CS				B	16.6	32	1426	1 WED.	8.00P	120 NBC FF										
GOLDEN GIRLS			1	200	99	A	25.0	43	2148	MURDER, SHE WROTE		39	206		99	A	18.8	31	1615			
2 SAT.	9.00P	30 NBC CS				B	25.0	43	2148	1 SUN.	8.02P	60 CBS SM				B	18.4	29	1581			
HARDCASTLE & MCCORMICK			23	174	90	A	10.6	18	911	NBC MONDAY NIGHT MOVIES		39	197	187	98	97	A	14.2	23	1220		
2 MON.	8.00P	60 ABC A				B	14.3	22	1228	MON.	9.00P	120 NBC FF				B	17.1	27	1469			
HELL TOWN			1	195	98	A	17.7	28	1520	NBC NEWS DIGEST-M-F		227	143	144	76	74	A	10.4	17	893		
2 WED.	9.00P	60 NBC GD				B	17.7	28	1520	1 MTU THF	8.58P	1 NBC N				B	11.8	19	1014			
HIGHWAY TO HEAVEN			43	196	96	A	16.2	27	1392	1 WED.	9.09P	1										
2 WED.	8.00P	60 NBC GD				B	16.8	28	1443	2 M-F	8.58P	1										
HILL STREET BLUES			45	202	207	99	99	A	14.3	26	1228	NBC NEWS DIGEST-2-M-F										
THU.	10.00P	60 NBC OP				B	15.4	28	1323	1 MON.	9.57P	1 NBC N				A	10.4	17	893			
HOMETOWN			3	202	208	99	99	A	11.3	20	971	1 W & F	9.58P	1		B	11.3	18	971			
THU.	10.00P	60 CBS GD				B	12.1	22	1039	2 TU&TH	9.58P	1										
HOTEL			42	202	97	A	12.8	23	1100	NBC NEWS DIGEST-SAT		46	139	155	75	79	A	13.2	24	1134		
2 WED.	10.00P	60 ABC GD				B	17.3	30	1486	SAT.	8.58P	1 NBC N				B	9.7	17	833			
HUNTER			18	199	99	A	10.4	20	893	NBC NEWS DIGEST-2-SAT.		22		167		86	A	17.7	30	1520		
1 SAT.	10.00P	60 NBC OP				B	11.7	22	1005	2 SAT.	9.58P	1 NBC N				B	8.9	15	765			
I HAD THREE WIVES			4	155	199	85	98	A	10.2	17	876	NBC NEWS DIGEST-SUN		45	148	149	78	79	A	7.5	12	644
WED.	8.00P	60 CBS GD				B	11.4	20	979	SUN.	8.58P	1 NBC N				B	11.5	18	988			
KATE & ALLIE			37	205	201	99	98	A	15.9	25	1366	NBC NEWS DIGEST-2-SUN.		22	168		84	A	9.6	15	825	
MON.	9.00P	30 CBS CS				B	17.4	27	1495	1 SUN.	9.48P	1 NBC N				B	13.2	21	1134			

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1985 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																											
NBC NIGHTLY NEWS-SAT.					40	169	164	92	91	A	7.3	17	627	ST. ELSEWHERE					41	180		95	A	11.6	21	996	
1 SAT. 6.41P 19 NBC N									B	7.6	16	653	1 WED. 10.00P 60 NBC GD									B	12.9	22	1108		
2 SAT. 6.30P 30													SATURDAY MORNING PREVIEW(S)						194		94	A	5.1	10	438		
NBC NIGHTLY NEWS-SUN					34		158		87	A	7.0	14	601	2 FRI. 8.00P 60 CBS FV													
2 SUN. 6.30P 30 NBC N									B	7.3	15	627	SCARECROW & MRS. KING					40	204	191	98	95	A	13.5	22	1160	
NBC NIGHTLY NEWS					228	200	201	98	99	A	9.6	20	825	MON. 8.00P 60 CBS GD									B	15.6	25	1340	
M-F 6.30P 30 NBC N									B	10.5	20	902	SILVER SPOONS					10	182	187	87	96	A	9.4	17	807	
NBC SUNDAY NIGHT MOVIE					41	196	196	95	98	A	12.0	20	1031	SUN. 7.30P 30 NBC CS									B	7.9	16	679	
1 SUN. 9.00P 120 NBC FF									B	15.9	25	1366	SIMON & SIMON					42	191	207	97	99	A	14.3	23	1228	
2 SUN. 9.00P 115													THU. 9.00P 60 CBS PD									B	18.9	30	1624		
NEWHART					36	207	204	99	98	A	15.6	24	1340	60 MINUTES					47	209	209	99	99	A	18.3	33	1572
MON. 9.30P 30 CBS CS									B	17.5	27	1503	1 SUN. 7.02P 60 CBS DN									B	19.8	34	1701		
NEWSBREAK-M-F					231	175	176	85	84	A	10.9	18	936	2 SUN. 7.17P 60													
1 MTUHF 9.58P 1 CBS N									B	13.2	21	1134	SPECIAL MOVIE PRSNT.-CBS(S)							203		98	A	12.5	22	1074	
1 WED. 9.53P 1													2 FRI. 9.00P 120 CBS FF														
1 FRI. 9.54P 1													SPECIAL MOVIE PRSNT-SUN.(S)							208		99	A	14.5	23	1246	
2 MTUHF 9.58P 1													2 SUN. 8.17P 168 CBS FF														
2 WED. 10.07P 1													SPORTSBREAK-SAT					47		188		93	A	7.0	13	601	
NEWSBREAK-SAT.					47	176	174	84	86	A	7.3	13	627	2 SAT. 8.58P 1 CBS SN									B	10.5	19	902	
1 SAT. 10.23P 1 CBS N									B	10.3	18	885	SPORTSBREAK-SUN					48	202	203	96	96	A	15.9	25	1366	

2 SAT.	9.58P	1												1 SUN.	9.00P	1	CBS SN							B	17.0	26	1460	
NEWSBREAK-SUN.				46	182	187	86	88	A	13.1	21	1125		2 SUN.	9.30P	1												
1 SUN.	9.57P	1	CBS N						B	14.5	23	1246																
2 SUN.	9.55P	2																										
NFL MONDAY NIGHT FOOTBALL				1		209		99	A	20.7	35	1778		T.J. HOOKER				38	154		89			A	9.6	19	825	
2 MON.	9.00P	187	ABC SE						B	20.7	35	1778		1 SAT.	8.00P	60	ABC OP							B	12.3	23	1057	
NIGHT COURT				41	192		97		A	17.0	28	1460		TV BLOOPERS & PRAC. JOKES				38	204	196	99	97	A	12.1	20	1039		
1 THU.	9.30P	30	NBC CS						B	16.9	27	1452		MON.	8.00P	60	NBC CV							B	15.6	25	1340	
NO PLACE LIKE HOME(S)					135		78		A	6.5	12	558		THREE'S A CROWD				5	134	179	88	90	A	14.0	23	1203		
1 FRI.	8.30P	30	CBS CS											TUE.	8.30P	30	ABC CS						B	14.1	24	1211		
OCEANQUEST				4	196	193	98	99	A	12.1	20	1039		20/20				42	187		97		A	14.3	26	1228		
SUN.	8.00P	60	NBC DO						B	12.8	22	1100		1 THU.	10.00P	60	ABC DN						B	14.5	25	1246		
OFF THE RACK				10	167		91		A	9.8	18	842		227				1		201		99	A	23.8	40	2044		
1 FRI.	9.30P	30	ABC CS						B	11.1	19	953		2 SAT.	9.30P	30	NBC CS						B	23.8	40	2044		
OUR TIME				3	176		91		A	9.3	17	799		US OPEN TENNIS-SAT-3(S)					206		99		A	7.4	16	636		
1 SAT.	9.30P	30	NBC GV						B	8.1	16	696		1 SAT.	7.00P	144	CBS SE											
PUNKY BREWSTER				10	180	183	87	94	A	8.0	15	687		WEBSTER				24	181	203	95	99	A	12.0	24	1031		
1 SUN.	7.13P	17	NBC CS						B	6.8	15	584		FRI.	8.00P	30	ABC CS						B	12.4	25	1065		
2 SUN.	7.00P	30												WEST 57TH				4	191	206	98	99	A	10.6	19	911		
REMINGTON STEELE				37	190	203	96	99	A	13.2	23	1134		TUE.	10.00P	60	CBS DN						B	10.4	18	893		
TUE.	10.00P	60	NBC PD						B	16.1	28	1383		WHO'S THE BOSS?				5	140	188	89	97	A	14.3	25	1228		
RIPLEY'S BELIEVE IT-NOT				42	188	190	93	91	A	8.3	15	713		TUE.	8.00P	30	ABC CS						B	14.0	25	1203		
SUN.	7.00P	60	ABC U						B	10.0	17	859		WRLD FUNIEST COM'L GOOFS(S)					202		98		A	12.7	21	1091		
RIPTIDE				38	191	197	96	98	A	12.6	20	1082		1 SUN.	8.00P	60	ABC U											
TUE.	9.00P	60	NBC PD						B	17.4	27	1495		*LATE FRINGE				11	197	197	97	98	A	4.9	20	421		
														ABC NEWS-NIGHTLINE-MON														
														CONT'D														

[illegible]

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)		WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)	
WEEKDAY DAYTIME CONT'D																																											
NEWSBREAK-3.57										227	186	187	91	92	A	5.2	17	447	SILVER SPOONS M-F										50	131	133	81	81	A	2.7	12	232						
1 TU-TH 3.57P 2 CBS N															B	5.9	18	507	M-F 10.00A 30 NBC CS											141	148	68	70	A	4.0	16	344						
2 M-F 3.57P 2																			SUPER PASSWORD										227					A	3.6	14	309						
NEWSBREAK-11.57-MON(B)										136		66			A	6.3	17	541	M-F 12.00N 30 NBC QG															B	3.5	13	301						
1 MON. 11.57A 2 CBS N																			TODAY SHOW-7.30AM										230	195	203	96	99	A	4.0	22	344						
ONE LIFE TO LIVE										224	207	207	99	99	A	7.3	27	627	1 M-F 7.30A 30 NBC N															B	4.4	22	378						
1 TU-F 2.00P 60 ABC DD															B	7.3	25	627	2 MON. 7.52A 8																								
2 M-F 2.00P 60																			2 TU-F 7.30A 30																								
ONE LIFE TO LIVE-MON.(B)										144		83			A	7.5	20	644	TODAY SHOW-7.30AM(B)											179		83	A	3.6	19	309							
1 MON. 2.00P 60 ABC DD																			2 MON. 7.30A 22 NBC N																								
PRESS YOUR LUCK-MON(B)										94		58			A	3.3	10	283	TODAY SHOW-8.30AM										229	195	203	96	99	A	4.4	21	378						
1 MON. 10.30A 30 CBS QP																			M-F 8.30A 30 NBC N															B	4.7	20	404						
PRESS YOUR LUCK										230	169	169	84	84	A	3.1	14	266	\$25,000 PYRAMID										232	167	181	87	90	A	4.1	18	352						
1 TU-F 10.30A 30 CBS QP															B	4.7	19	404	M-F 10.00A 30 CBS QP															B	5.1	21	436						
2 MON. 10.48A 12																			US OPEN TENNIS (MON)(S)											136		83	A	3.7	10	318							
PRICE IS RIGHT 1-MON.(B)										116		64			A	4.9	14	421	1 MON. 12.30P 330 CBS SE																								
1 MON. 11.00A 30 CBS AP																			US OPN TENNIS(FRI) 11:00A(S)											203		96	A	2.5	11	215							
PRICE IS RIGHT 2-MON.(B)										116		64			A	6.0	16	515	1 FRI. 11.00A 65 CBS SE																								
1 MON. 11.30A 30 CBS AP																			US OPN TENNIS(FRI) 12:36P(S)											206		99	A	3.2	11	275							
PRICE IS RIGHT 1										230	208	208	99	99	A	5.2	24	447	1 FRI. 12.36P 342 CBS SE																								

1 TU-TH 11.00A 30 CBS AP					B	6.9	28	593	WHEEL OF FORTUNE 226	205	206	99	99	A	6.4	29	550
2 M-F 11.00A 30									1 TU-F 11.00A 30 NBC QG					B	7.1	29	610
PRICE IS RIGHT 2 229	208	208	99	99	A	6.6	30	567	2 M-F 11.00A 30								
1 TU-TH 11.30A 30 CBS AP					B	8.6	34	739	WHEEL OF FORTUNE(B)	160		82		A	7.0	19	601
2 M-F 11.30A 30									1 MON. 11.00A 30 NBC QG								
RYAN'S HOPE 223	174	171	92	91	A	3.1	13	266	YOUNG AND THE RESTLESS 229	208	208	99	99	A	7.9	31	679
1 TU-F 12.00N 30 ABC DD					B	3.2	12	275	1 TU-TH 12.30P 60 CBS DD					B	8.0	29	687
2 M-F 12.00N 30									2 M-F 12.30P 60								
RYAN'S HOPE-MON(B)	121		73		A	3.8	10	326	WEEKEND DAYTIME								
1 MON. 12.00N 30 ABC DD									ABC FUN FIT-10:25AM	2	197	196	97	A	5.1	18	438
SALE OF THE CENTURY 227	148	153	83	84	A	4.2	18	361	SAT. 10:25A 4 ABC CN					B	5.1	18	438
1 M-F 10.30A 30 NBC QG					B	4.6	19	395	ABC FUN FIT-11:25AM	2	192	195	93	A	4.3	15	369
2 MON. 10.52A 8									SAT. 11:25A 4 ABC CN					B	4.3	15	369
2 TU-F 10.30A 30									ABC SPECIAL REPORT-3:44P(S)	141		89		A	3.0	7	258
SALE OF THE CENTURY(B)		44		30	A	1.4	6	120	1 SUN. 3:44P 3 ABC N								
2 MON. 10.30A 22 NBC QG									ABC WEEKEND SPECIALS	2	178	173	91	A	4.5	15	387
SANTA BARBARA 225	183	190	93	96	A	4.0	13	344	SAT. 12.00N 30 ABC FV					B	4.5	15	387
M-F 3.00P 60 NBC DD					B	3.5	11	301	ALVIN AND THE CHIPMUNKS 46	205		99		A	7.7	27	661
SCRABBLE 225	199	196	95	95	A	4.6	21	395	1 SAT. 10.30A 30 NBC CA					B	7.9	28	679
1 TU-F 11.30A 30 NBC QG					B	5.5	22	472	ALVIN AND THE CHIPMUNKS	1		196		A	8.1	28	696
2 M-F 11.30A 30									2 SAT. 11.00A 30 NBC CA					B	8.1	28	696
SCRABBLE(B)	156		78		A	5.5	15	472	AMERICAN BANDSTAND	2	152	144	75	A	2.7	9	232
1 MON. 11.30A 30 NBC QG					B	3.1	11	266	SAT. 12.30P 60 ABC PC					B	2.7	9	232
SEARCH FOR TOMORROW 228	143	151	74	77	A	2.6	10	223	BERENSTAIN BEARS	1		193		A	3.5	23	301
M-F 12.30P 30 NBC DD					B				2 SAT. 8.00A 30 CBS CA					B	3.5	23	301

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE		WK 1	WK 2		WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR		NET	TYPE		WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %
WEEKEND DAYTIME CONT'D																													
BISKITTS						21	192		93		A	2.2	16	189	FACE THE NATION						46	125	127	82	84	A	2.3	8	198
1 SAT. 8.00A 30 CBS CA											B	2.1	15	180	SUN. 10.30A 30 CBS CC											B	2.9	10	249
BUGS BUNNY/LOONEY TUNES-1						2	205	205	97	99	A	2.8	19	241	GET ALONG GANG						47	201		98		A	3.8	20	326
SAT. 8.00A 30 ABC CA											B	2.8	19	241	1 SAT. 8.30A 30 CBS CA											B	4.0	20	344
BUGS BUNNY/LOONEY TUNES-2						2	207	207	97	99	A	4.4	22	378	GET ALONG GANG						1		116	59	A	3.6	12	309	
SAT. 8.30A 30 ABC CA											B	4.4	22	378	2 SAT. 1.00P 30 CBS CA											B	3.6	12	309
CBS COLLEGE FOOTBALL PRE						1		181		95	A	5.0	17	430	GUMMI BEARS						1		189	96	A	4.9	24	421	
2 SAT. 1.30P 5 CBS SC											B	5.0	17	430	2 SAT. 8.30A 30 NBC CA											B	4.9	24	421
CBS COLLEGE FOOTBALL						1		184		96	A	5.6	18	481	IAAF GRAND PRIX TRACK CHP(S)								155	90	A	2.7	9	232	
2 SAT. 1.35P 197 CBS SE											B	5.6	18	481	2 SAT. 1.00P 120 NBC SE														
CBS COLLEGE FOOTBALL POST						1		184		96	A	4.3	13	369	INCREDIBLE HULK						32	131		76		A	4.4	14	378
2 SAT. 4.52P 8 CBS SC											B	4.3	13	369	1 SAT. 12.30P 30 NBC CA											B	3.6	13	309
CBS NFL TODAY						2	195	197	97	98	A	6.4	20	550	IN THE NEWS- 8.26AM						47	191	195	93	96	A	3.4	21	292
SUN. 12.30P 30 CBS SC											B	6.4	20	550	SAT. 8.26A 3 CBS CN											B	3.0	18	258
CBS NFL FOOTBALL GAME 1						2	207	208	99	99	A	13.9	36	1194	IN THE NEWS- 8.56AM						47	199	198	97	97	A	4.7	23	404
1 SUN. 1.00P 204 CBS SE											B	13.9	36	1194	SAT. 8.56A 3 CBS CN											B	4.3	21	369
2 SUN. 1.00P 207															IN THE NEWS- 9.56AM						41	201		97		A	4.2	16	361
CBS NFL FOOTBALL GAME 2						1		196		79	A	10.8	25	928	1 SAT. 9.56A 3 CBS CN											B	5.1	19	438
2 SUN. 4.03P 196 CBS SE											B	10.8	25	928	IN THE NEWS-11.56AM						1		164	78	A	4.0	13	344	

CBS SPORTS SPECIAL SAT(S)							203		99				A	3.0	9	258	2 SAT.	11.56A	3	CBS	CN				B	4.0	13	344
2 SAT.	5.00P	60	CBS	SE													IN THE NEWS-11.56AM(B)			158		76		A	4.1	14	352	
CBS STORYBREAK(B)						173		82					A	4.0	14	344	1 SAT.	11.56A	3	CBS	CN							
1 SAT.	11.00A	30	CBS	CL													IN THE NEWS-12.26PM			1		143	68	A	2.9	10	249	
CBS STORYBREAK						1		195		95			A	5.1	18	438	2 SAT.	12.26P	3	CBS	CN				B	2.9	10	249
2 SAT.	11.00A	30	CBS	CL									B	5.1	18	438	IN THE NEWS-12.56PM			1		133	63	A	3.4	11	292	
CFA COLLEGE FOOTBALL-PRE						2	175	161	89	86			A	3.5	11	301	2 SAT.	12.56P	3	CBS	CN				B	3.4	11	292
1 SAT.	3.00P	25	ABC	SC									B	3.5	11	301	IN THE NEWS- 1.26PM			1		114	58	A	3.9	13	335	
2 SAT.	3.00P	22															2 SAT.	1.26P	3	CBS	CN				B	3.9	13	335
CFA COLLEGE FOOTBALL GAME						2	204	204	98	98			A	6.7	19	576	IT'S PUNKY BREWSTER			1		194	94	A	9.2	32	790	
1 SAT.	3.25P	200	ABC	SE									B	6.7	19	576	2 SAT.	10.30A	30	NBC	CA				B	9.2	32	790
2 SAT.	3.23P	211															KIDD VIDEO			46	189		97	A	6.0	21	515	
CFA COLLEGE FOOTBALL POST						2	204	204	98	98			A	7.6	18	653	1 SAT.	11.00A	30	NBC	CA				B	6.3	23	541
1 SAT.	6.45P	15	ABC	SC									B	7.6	18	653	KIDD VIDEO			1		178	94	A	6.3	21	541	
2 SAT.	6.53P	7															2 SAT.	11.30A	30	NBC	CA				A	6.3	21	541
CHARLIE BROWN&SNOOPY SHOW						1		133		63			A	3.3	11	283	LAND OF THE LOST			1		143	69	A	3.4	12	292	
2 SAT.	12.30P	30	CBS	CA									B	3.3	11	283	2 SAT.	12.00N	30	CBS	CL				B	3.4	12	292
DROIDS: ADVENTURES						2	208	207	99	99			A	5.5	21	472	LAND OF THE LOST(B)					166	79	A	4.0	14	344	
SAT.	9.30A	30	ABC	CA									B	5.5	21	472	1 SAT.	11.30A	30	CBS	CL							
DUNGEONS AND DRAGONS						1		162		76			A	4.8	16	412	LITTLES			2	191	190	95	93	A	5.1	17	438
2 SAT.	11.30A	30	CBS	CA									B	4.8	16	412	SAT.	11.30A	30	ABC	CA				B	5.1	17	438
DUNGEONS AND DRAGONS						41	203		98				A	4.2	16	361	MEET THE PRESS			43	141	146	88	87	A	2.5	8	215
1 SAT.	9.30A	30	CBS	CA									B	5.5	21	472	SUN.	12.00N	30	NBC	CC				B	3.0	10	258
EWOKS						2	208	207	99	99			A	5.3	23	455	MR. T			46	186		96		A	5.3	18	455
SAT.	9.00A	30	ABC	CA									B	5.3	23	455	1 SAT.	11.30A	30	NBC	CA				B	5.7	20	499

PROGRAM	TIME	DAY	NETWORK	VIEWERS (THURSDAY)	VIEWERS (FRIDAY)	VIEWERS (SATURDAY)	VIEWERS (SUNDAY)	VIEWERS (MONDAY)	VIEWERS (TUESDAY)	VIEWERS (WEDNESDAY)	VIEWERS (THURSDAY)	VIEWERS (FRIDAY)	VIEWERS (SATURDAY)	VIEWERS (SUNDAY)
NFL FOOTBALL POST-NBC				1	155	77	A	4.1	10	352				
2 SUN.	4.16P	14	NBC SC				B	4.1	10	352				
ONE TO GROW ON-8:28AM				47	193	191	95	95	A	3.1	19	266		
SAT.	8.28A	2	NBC CN						B	3.9	24	335		
ONE TO GROW ON-8:58AM				47	196	188	96	96	A	4.3	21	369		
SAT.	8.58A	2	NBC CN						B	4.7	23	404		
ONE TO GROW ON-10:28AM				46	201	201	99	99	A	8.9	31	765		
SAT.	10.28A	2	NBC CN						B	8.2	29	704		
ONE TO GROW ON-10:58AM				46	204		98		A	7.1	24	610		
1 SAT.	10.58A	2	NBC CN						B	7.5	26	644		
ONE TO GROW ON-11:28AM				1	189		86		A	7.6	26	653		
2 SAT.	11.28A	2	NBC CN						B	7.6	26	653		
ONE TO GROW ON-11:58AM				1	177		94		A	6.1	20	524		
2 SAT.	11.58A	2	NBC CN						B	6.1	20	524		
ONE TO GROW ON-12:28PM				43	153		82		A	3.9	13	335		
1 SAT.	12.28P	2	NBC CN						B	4.6	15	395		
PINK PANTHER AND SONS				44	197		97		A	3.0	16	258		
1 SAT.	8.30A	30	NBC CA						B	4.3	22	369		
ROCK N WRESTLING				1	205		99		A	5.6	20	481		
2 SAT.	10.00A	60	CBS CA						B	5.6	20	481		
SATURDAY SUPERCARDE				20	173		82		A	3.5	12	301		
1 SAT.	10.00A	60	CBS CA						B	3.5	13	301		
SCOOBY'S MYSTERY FUNHOUSE				2	192	195	93	94	A	5.0	17	430		
SAT.	11.00A	30	ABC CA						B	5.0	17	430		

SAT.	10.30A	30	ABC	CA				B	5.0	17	430	
THIS WEEK-DAVID BRINKLEY		42			185	188	97	98	A	3.7	11	318
SUN.	11.30A	60	ABC	N					B	3.9	13	335
US OPEN TENNIS-SAT-1(S)					202		99		A	6.3	20	541
1 SAT.	12.00N	240	CBS	SE								
US OPEN TENNIS-SAT-2(S)					206		99		A	7.3	19	627
1 SAT.	4.00P	180	CBS	SE								
US OPEN TENNIS-SUN.(S)					203		99		A	8.7	19	747
1 SUN.	4.32P	150	CBS	SE								
US OPEN TENNIS-SU(S)					40		33		A	2.5	6	215
1 SUN.	4.19P	13	CBS	SE								
WUZZLES												
2 SAT.					1	195		95	A	5.0	25	430
	8.30A	30	CBS	CA					B	5.0	25	430

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K I	TOTAL AUDIENCE (Households (000) & %)	{					20,270 23.6									
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{					9,450 11.0									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 10.6	10.8* 19 *		11.0* 19 *		11.2* 18 *		10.9* 17 *		11.6* 19 *
							10.7	10.9	11.1	11.8	10.6	10.3	11.6	12.3	10.8	10.7
	TOTAL AUDIENCE (Households (000) & %)	{					15,460 18.0				16,840 19.6		15,810 18.4		16,840 19.6	
	CBS TV							SCARECROW & MRS. KING (R)(SD)		KATE & ALLIE (R)		NEWHART (R)(SD)			CAGNEY & LACEY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,080 12.9			14,350 16.7		13,920 16.2		12,630 14.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 11.6	11.9* 20 *		13.9* 23 *		16.0 25		25 13.9	14.4* 24 *	14.9* 27 *
							12.2	13.5	14.3	15.6	17.8	16.4	18.4	13.9	14.9	14.9
	TOTAL AUDIENCE (Households (000) & %)	{					15,460 18.0				19,780 23.0					
	NBC TV							TV BLOOPERS & PRAC. JOKES (R)(SD)						NBC MONDAY NIGHT MOVIES A CHANGE OF SEASONS (SD)		
	AVERAGE AUDIENCE (Households (000) & %)	{					10,820 12.6			11,420 13.3					13.5* 22 *	13.3* 24 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.5	12.1* 21 *		13.1* 21 *		12.9* 20 *		13.4* 21 *	13.5* 22 *	13.3* 24 *
							12.7	13.1	13.2	13.0	12.8	13.3	13.5	13.6	13.5	13.4

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,970 15.1				32,730 38.1					
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{					9,110 10.8				17,780 20.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 9.8	10.2* 18 *		11.0* 19 *		19.8* 31 *		22.9* 35 *		21.4* 35 *
							10.5	10.5	11.5	18.3	21.2	22.8	23.1	24.2	24.2	21.3
	TOTAL AUDIENCE (Households (000) & %)	{					16,150 18.8				15,120 17.6		14,430 16.8		14,520 16.9	
	CBS TV							SCARECROW & MRS. KING (R)(SD)		KATE & ALLIE (R)		NEWHART (R)(SD)			CAGNEY & LACEY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,030 14.0			12,890 15.0		12,890 15.0		10,570 12.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 12.9	13.2* 22 *		14.7* 23 *		15.4 23		21 12.7	12.5* 20 *	12.1* 21 *
							13.5	14.6	14.8	14.6	15.5	15.4	14.6	12.7	12.2	11.9
	TOTAL AUDIENCE (Households (000) & %)	{					14,690 17.1				20,530 23.9					
	NBC TV							TV BLOOPERS & PRAC. JOKES (R)(SD)						NBC MONDAY NIGHT MOVIES LOVE CHILD		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,960 11.6			12,970 15.1					16.1* 26 *	16.3* 28 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 10.8	11.3* 19 *		11.8* 19 *		13.1* 20 *		14.9* 23 *	16.1* 26 *	16.3* 28 *
							11.8	12.0	11.6	12.9	13.4	14.3	15.4	16.2	16.0	16.8

TV HOUSEHOLDS USING TV WK. 1	52.0	53.1	52.8	54.5	56.9	59.3	61.0	62.0	63.3	64.2	64.1	64.1	61.7	59.6	57.4	55.1
(See Def. 1) WK. 2	53.5	54.3	55.2	56.6	58.4	61.2	62.6	63.3	64.1	65.2	65.0	64.3	61.9	60.2	58.4	56.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT. 3, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,830 16.1	13,490 15.7		18,730 21.8					15,830 18.2			
	ABC TV						WHO'S THE BOSS? (R)	THREE'S A CROWD (R)		MOONLIGHTING (R)(SD)					MACGRUDER AND LOUD (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,420 13.3	11,850 13.8		15,030 17.5					11,680 13.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					23 12.4	23 14.2		28 16.6		27* 17.7		28* 18.1	24 13.5	23* 13.5		25* 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,280 14.3			13,490 15.7					12,890 15.0			
	CBS TV						CBS REPORTS-TUE WAGE AMERICA IS IT? (SD)			BARBARA MANDRELL SPECIAL (R)(SD)					WEST 57TH			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,900 9.2			9,190 10.7					8,680 10.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					16 9.1	16* 8.9		17 9.8		16* 10.5		18* 10.8	18 10.8	17* 9.6		18* 10.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,270 20.1			16,150 18.8					15,030 17.5			
	NBC TV						A TEAM (R)(SD)			RIPTIDE (R)					REMINGTON STEELE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,800 14.9			11,850 13.8					11,340 13.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					25 13.3	25* 14.7		22 13.7		22* 13.7		22* 14.2	23 13.6	23* 13.5		23* 13.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,380 17.9	14,000 16.3		17,090 19.9					15,380 17.9			
	ABC TV						WHO'S THE BOSS? (R)	THREE'S A CROWD (R)		MOONLIGHTING (R)(SD)					LIFES/EMBARASSING MOMENTS (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,140 15.3	12,110 14.1		12,630 14.7					11,080 12.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					26 14.7	22 15.8		22 15.8		24* 15.5		21* 14.9	23 11.6	21* 13.2		24* 13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					22,420 26.1								14,520 16.9			
	CBS TV						CBS TUESDAY NIGHT MOVIES KENNY ROGERS: ADV. CONTINUES, PT 2 (R)(SD)								WEST 57TH			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,170 16.5								9,530 11.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					26 13.6	24* 14.3		24* 14.8		27* 15.6		29* 17.7	20 13.8	21* 10.9		18* 9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,800 17.0			13,060 15.2					15,630 18.2			
	NBC TV						A TEAM (R)(SD)			RIPTIDE (R)(SD)					REMINGTON STEELE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,650 12.4			9,710 11.3					11,250 13.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					20 11.4	20* 12.0		21* 13.0		17* 11.5		17* 11.5	23 12.5	22* 13.2		24* 13.4

TV HOUSEHOLDS USING TV	WK. 1	51.3	52.2	52.6	54.0	56.0	58.2	59.9	61.4	62.3	63.9	64.3	63.5	60.1	58.0	57.7	57.7
(See Def. 1)	WK. 2	51.7	53.7	53.8	56.1	58.5	60.4	62.4	64.4	65.4	66.3	66.4	64.6	59.3	57.6	57.6	57.6

U.S. TV Households: 85,900,000

For explanation of symbols, see page A.

EVE.TUE. SEPT. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT 4, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 20,010 23.3															
	ABC TV	<div> <div>ABC MOVIE SPEC</div> <div>INSIDE THE T.H. AD REICH PT 1 (R)(SD)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,930															
	SHARE OF AUDIENCE %	{ 10.4 10.2* 10.4* 10.2* 10.3* 11.3* 10.0*															
	AVG. AUD. BY ¼ HR.	{ 18 18* 18* 17* 17* 19* 19*															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,540 14.6															
	CBS TV	<div> <div>I HAD THREE WIVES (SUB-SD)</div> <div>CBS WEDNESDAY NIGHT MOVIE LICENSE TO KILL (R)(SD)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,420															
	SHARE OF AUDIENCE %	{ 9.8 9.5* 10.1* 12.2* 12.4* 13.5* 15.0* 15.8*															
	AVG. AUD. BY ¼ HR.	{ 17 17* 17* 24 20* 22* 26* 29*															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 24,050 28.0															
	NBC TV	<div> <div>MOVIE OF THE WEEK-WED HELL TOWN (R)(SD)</div> <div>ST ELSEWHERE (R)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,770															
	SHARE OF AUDIENCE %	{ 17.2 15.3* 16.7* 18.5* 18.5* 18.5* 11.8 12.0* 11.1*															
	AVG. AUD. BY ¼ HR.	{ 29 28* 28* 30* 30* 30* 21 21* 21*															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 18,210 21.2															
	ABC TV	<div> <div>ABC MOVIE SPECIAL-WED. JOE & THE COLONEL (S)(SD)</div> <div>HOTEL (R)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,450															
	SHARE OF AUDIENCE %	{ 11.0 10.0* 10.6* 11.8* 11.4* 11,000 12.8 12.4* 13.2*															
	AVG. AUD. BY ¼ HR.	{ 18 17* 17* 19* 18* 23 21* 25*															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,630 14.7															
	CBS TV	<div> <div>I HAD THREE WIVES (SUB-SD)</div> <div>CBS WEDNESDAY NIGHT MOVIE BRASS (SD)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,020															
	SHARE OF AUDIENCE %	{ 10.5 10.3* 10.8* 12.9 11.8* 12.4* 14.2* 13.2*															
	AVG. AUD. BY ¼ HR.	{ 17 17* 17* 22 19* 20* 25* 25*															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 18,300 21.3															
	NBC TV	<div> <div>HIGHWAY TO HEAVEN (R)(SD)</div> <div>HELL TOWN</div> <div>AMERICAN ALMANAC (WED)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,920															
	SHARE OF AUDIENCE %	{ 16.2 15.4* 17.0* 17.7 17.6* 17.9* 11.3 12.1* 10.4*															
	AVG. AUD. BY ¼ HR.	{ 27 26* 27* 28 28* 29* 20 21* 20*															

TV HOUSEHOLDS USING TV WK. 1 51.4 52.3 52.8 53.5 54.5 56.5 58.0 59.3 60.6 62.2 62.3 61.7 59.5 57.1 54.8 52.4
(See Def. 1) WK. 2 51.0 52.5 53.8 55.5 58.1 60.0 61.6 62.9 62.8 62.7 62.3 61.8 58.9 56.5 54.7 51.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE.WED. SEPT.11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 5, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV	WK. 1	48.2	49.7	50.1	52.0	55.9	57.8	58.2	59.1	59.6	60.8	61.6	61.2	57.4	56.2	55.1	57.3
(See Def. 1)	WK. 2	50.9	53.9	55.4	57.8	60.0	61.9	62.6	63.4	62.7	63.4	63.1	62.3	60.5	57.4	54.1	52.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. THU. SEPT. 12, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEPT 6, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,850 13.8		11,250 13.1		11,340 13.2		10,220 11.9		11,600 13.5			
	ABC TV					WEBSTER (R)(SD)		ABC SATURDAY SNEAK PEEK		BENSON (R)		OFF THE RACK (R)(SD)		LIFES EMBARRASS MOMENTS 2 (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,960 11.5		8,760 10.2		9,450 11.0		8,420 9.8		8,420 9.8	9.7*		9.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					23	11.9	10.4	10.3	10.5	11.4	9.9	9.8	9.5	9.9	9.8	10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					5,970 6.3		7,040 8.2		16,490 18.2							
	CBS TV					THE SUNNY'S AND WORLD TV (R)(SD)		NO PLACE LIKE HOME (R)(SD)						CBS SPECIAL MOV E PRES MIKE HAMMER MARG W FOR MURDER (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					4,470 5.2		5,580 6.5		10,050 11.7	11.0*		12.0*		11.9*		12.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					7	5.3	6.0	6.9	10.5	10.5	12.0	11.9	11.8	12.0	12.2	12.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,390 15.0				13,360 15.2				18,640 21.7			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,590 10.0	9.2*		10.8*	10.6	10.2*		11.0*	13,740 16.0	5.5*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20	18*	10.5	21*	10.3	10.4	10.9	11.1	15.1	16.0	16.4	16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,630 14.7		11,510 13.4		23,970 27.9				10,220 11.9			
	ABC TV					WEBSTER (R)(SD)		MR. BELVEDERE (R)					BARBARA WALTERS SPECIAL (SD)		BENSON (R)		
	AVERAGE AUDIENCE (Households (000) & %)					10,570 12.3		10,140 11.8		17,440 20.3	19.0*		20.6*		21.3*	9,020 10.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24	13.0	11.2	12.4	18.3	19.7	20.3	21.0	22.0	20.6	10.9	10.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,070 9.4				19,500 22.7							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					4,380 5.1	5.1*		5.0*	10,740 12.5	11.8*		13.3*		12.3*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					10	10*	5.0	9*	10.9	12.6	13.3	13.3	12.5	12.1	13.1	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,770 17.2				9,880 11.5				15,460 18.0			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,480 12.2	11.3*		13.1*	6,180 7.2	7.5*		7.0*	11,000 12.8	10.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					23	22*	13.1	24*	8.1	7.0	6.9	7.0	10.2	11.5	11.4	11.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	47.0	48.3	47.6	48.3	48.9	50.7	51.6	53.2	53.8	54.7	55.1	55.7	55.8	57.4	58.3
		WK. 2	46.6	47.9	48.5	49.3	50.5	51.8	53.0	54.6	56.6	58.1	57.9	57.7	58.2	59.2	59.6

For explanation of symbols, See page A.

U.S. TV Households: 85,900,000

EVE. FRI. SEPT. 13, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,420 19.3				19,500 22.7							
	ABC TV						T.J. HOOKER (R)(SD)					LOVE BOAT (R)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)						8,250 9.6	8.8*		10.5*	11,510 13.4	11.2*		13.5*		14.6*		14.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 8.1	18* 9.5	20* 10.4	25* 10.5	25 11.1	21* 11.4	25* 13.5	27* 13.5	27* 14.5	28* 14.7	28* 14.4	28* 14.1
K 1	TOTAL AUDIENCE (Households (000) & %)		16,750 19.5									15,030 17.5						
	CBS TV		US OPEN TENNIS-SAT-3 MEN'S SEMI-FINALS 7:00-9:24PM (7:00-9:24PM)(-OP)										CBS SATURDAY NIGHT MOVIE DARK NIGHT OF THE SCARECROW (9:24-11:24PM) (R)(SD)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)		6,360 7.4	8.2*		7.5*		7.0*		8.4*		7.650 8.9		7.3*		8.7*		9.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 8.4	19* 8.0	17* 7.9	17* 7.1	15* 7.3	13* 6.6	13* 6.1	17* 6.6	17 8.1	13* 6.6	13* 6.8	13* 7.9	16* 8.7	16* 8.8	16* 8.9	16* 9.4
K 2	TOTAL AUDIENCE (Households (000) & %)						14,690 17.1				11,940 13.9		9,450 11.0		12,890 15.0			
	NBC TV						GIMME A BREAK (R)(SD)				FACTS OF LIFE- SPECIAL (R)		OUR TIME		HUNTER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,480 12.2	11.1*		13.3*	10,910 12.7		7,990 9.3		8,930 10.4		9.9*	10.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 10.1	22* 12.0	26* 13.0	26* 13.6	23 12.5	17 12.9	17 9.5	17 9.1	20 9.8	19* 10.0	21* 10.5	21* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,800 14.9								9,360 10.9			
	ABC TV						ABC MOVIE SPECIAL-SAT IN LIKE FLYNN (R)							LOVE BOAT (R)				
	AVERAGE AUDIENCE (Households (000) & %)						7,220 8.4	8.0*		8.5*		8.4*		8.5*		8.2	8.1*	8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 7.9	15* 8.2	15* 8.4	15* 8.6	14* 8.5	14* 8.2	14* 8.7	14* 8.4	14* 7.9	14* 8.3	14* 8.5	15* 8.0
K 2	TOTAL AUDIENCE (Households (000) & %)						10,570 12.3				12,710 14.8							
	CBS TV						AIRWOLF (R)(SD)				CBS SATURDAY NIGHT MOVIE ILLUSIONS (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)						7,390 8.6	8.3*		8.9*	6,700 7.8	6.5*		6.9*		8.4*		9.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 7.8	16* 8.8	16* 9.1	16* 8.7	13 6.8	11* 6.4	12* 6.7	12* 7.2	14* 8.3	14* 8.5	16* 8.9	16* 9.6
K 2	TOTAL AUDIENCE (Households (000) & %)						16,320 19.0		18,040 21.0		23,880 27.8		22,680 26.4		31,700 36.9			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227 (SD)	MISS AMERICA PAGEANT (10:00-12:02AM) (-OP)				
	AVERAGE AUDIENCE (Households (000) & %)						14,260 16.6		16,060 18.7		21,480 25.0		20,440 23.8		20,360 23.7		23.1*	23.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 15.8	34 17.3	34 17.9	43 19.6	43 24.6	40 25.4	44 23.6	44 23.9	44 22.9	39* 23.4	41* 22.9	41* 23.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.9	45.3	45.5	46.8	49.0	50.2	51.3	52.3	53.9	54.3	54.2	53.6	53.3	52.9	51.3	51.0
		WK. 2	45.5	47.7	48.8	49.8	51.4	53.4	54.6	56.0	57.8	58.3	58.8	59.3	59.9	59.1	57.1	56.1

U.S. TV Households: 85,900,000

For explanation of symbols, see page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		3,780 4.4													
	ABC TV		{		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)		{		3,690 4.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		11 4.3													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		(1)													
	CBS TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{		11.2*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23* 11.1 11.3													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		11,510 13.4													
	NBC TV		{		SATURDAY NIGHT (11:30-12:50AM) (SUSSTAINING 12:50-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)		{		6,100 7.1 8.3* 7.0* 5.2*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		21 21* 21* 19* 8.5 8.2 7.7 6.4 5.4 4.7													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		3,440 4.0													
	ABC TV		{		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)		{		3,350 3.9													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		8 3.9													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,990 9.3													
	NBC TV		{		MISS AMERICA PAGEANT (10:00-12:02AM)(DP)													
	AVERAGE AUDIENCE (Households (000) & %)		{		4,380 5.1 6.3* 4.8* 4.1*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23 24* 23* 24* 24.2 23.4 24.7 24.9 19.0 7.1 5.7 5.0 4.6 4.2 3.8													
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	49.5	46.5	41.7	37.4	33.9	31.4	27.9	25.3	22.3	19.2	16.6	14.8	12.8	11.4	10.1	9.0
		WK 2	53.6	51.3	48.7	46.6	38.2	33.8	28.0	24.7	22.8	19.7	17.5	16.2	14.5	13.0	11.4	10.1

U.S. TV Households, 85,900,000

(1) CBS SATURDAY NIGHT MOVIE, DARK NIGHT OF THE SCARECROW(R), CBS, (9:24-11:24PM)

For explanation of symbols See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,420 13.3				15,290 17.8				26,110 30.4							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.8				10,910 12.7				16,320 19.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	17 8.1	8.4* 8.7		9.2* 9.1	17* 9.3	21 11.7	21* 12.7	21* 13.2	31 13.3	17.5* 18.6	19.9	20.1* 20.2	19.8	19.3	19.1	18.6* 18.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	21,480 25.0				21,220 24.7				24,140 28.1							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	14,520 16.9	15.2*		18.3*	16,150 18.8	17.8*		19.6*	16,060 18.7	17.5*		18.0*		19.1*		20.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	32 13.5	29* 16.6		34* 19.1	31 17.7	31* 17.9	32* 20.5	30 17.5	28* 17.4	17.8	18.2	28* 18.9	31* 19.3	35* 19.8	35* 20.7	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9		7,650 8.9		14,260 16.6				19,160 22.3							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1		6,530 7.6		9,790 11.4	11.0*		11.8*	10,650 12.4	12.6*		12.7*		12.4*		12.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	14 8.0	6.9	14 7.1	8.1	19 10.6	19* 11.5	19* 12.0	19* 11.6	20 12.4	20* 12.8	13.0	20* 12.4	20* 12.7	21* 12.1	21* 12.3	21* 11.9
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	10,050 11.7				17,780 20.7				25,250 29.4							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,610 7.7	7.0*		3.4*	10,910 12.7	11.8*		13.6*	16,490 19.2	17.8*		19.2*		20.2*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	14 6.5	13* 7.5		15* 8.1	20 11.2	19* 12.5	21* 13.1	21* 14.1	31 17.4	28* 18.3	18.8	30* 19.7	33* 20.1	34* 20.4	34* 20.4	34* 18.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	25,770 30.0				28,350 33.0											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	16,840 19.6		19.0*		12,460 14.5	15.6*		15.6*	14,000 17.8	14.0*		14.0*		13.8*		13.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	14.2 14.2	17.6	18.6	19.4	22.5	23 17.8	24* 16.3	24* 15.0	22* 14.1	22* 13.9	13.9	22* 14.2	22* 14.1	22* 13.6	24* 13.2	24* 14.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	9,530 11.1		11,510 13.4		17,010 19.8				17,950 20.9							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,300 8.5		9,620 11.2		11,000 12.8	11.4*		14.1*	9,960 11.6	10.3*		11.1*		12.2*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	15 7.5	20 9.4	20 10.4	20 12.0	20 9.8	19* 13.0	22* 14.3	22* 14.0	19 10.2	16* 10.5	10.8	18* 11.4	20* 11.8	21* 12.5	21* 12.9	21* 12.9
TV HOUSEHOLDS USING TV		WK. 1	51.4	51.8	53.4	55.3	57.0	59.3	60.9	62.1	62.8	63.9	64.8	65.7	66.8	67.9	68.8	69.8
(See Def. 1)		WK. 2	51.8	53.2	55.0	57.3	60.5	61.9	63.5	64.3	64.0	64.1	64.0	62.8	61.4	60.7	59.5	54.3

U.S. TV Households: 85,900,000

(1) CBS NFL FOOTBALL GAME 2, CBS, MULTI-SEGMENT TELECAST, VARIOUS TEAMS AND TIMES

For explanation of symbols, see page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,950
(Households (000) & %) { 4.6
(1) (2)

ABC TV

(Households (000) & %) { 3,690
% 4.3
SHARE OF AUDIENCE % 16
AVG. AUD. BY ¼ HR. % 19.3 4.2 4.3

W

E

E

K

1

TOTAL AUDIENCE { 8,180
(Households (000) & %) { 7.2
(3)
DP

CBS TV

AVERAGE AUDIENCE { 6,010
(Households (000) & %) { 7.0
% 14
SHARE OF AUDIENCE % 7.1 6.4
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 860
(Households (000) & %) { 1.0
MICHAELS
SPORTS
MACHINE
AVERAGE AUDIENCE { 860
(Households (000) & %) { 1.0
% 4
SHARE OF AUDIENCE % 1.0
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 2,750
(Households (000) & %) { 3.2
ABC
WEEKEND
REPORT-SUN
AVERAGE AUDIENCE { 2,830
(Households (000) & %) { 3.3
% 14
SHARE OF AUDIENCE % 3.3
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE { 4,300
(Households (000) & %) { 5.0
CBS SUNDAY
NEWS-OSGOOD
(11:11-11:26PM)
AVERAGE AUDIENCE { 4,120
(Households (000) & %) { 4.8
% 15
SHARE OF AUDIENCE % 5.2 4.6
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 1,120
(Households (000) & %) { 1.3
MICHAELS
SPORTS
MACHINE
AVERAGE AUDIENCE { 1,120
(Households (000) & %) { 1.3
% 5
SHARE OF AUDIENCE % 1.3
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK 1	51.1	43.4	35.3	30.0	25.5	23.5	20.4	17.9	15.9	14.2	11.5	9.9	8.6	7.8	7.1	6.4
(See Def. 1)	WK 2	48.0	42.6	34.7	29.7	25.6	22.2	19.8	17.6	15.8	13.9	11.9	10.1	9.0	8.0	7.1	6.4

U.S. TV Households 85,900,000

(1) ABC SUNDAY NIGHT MOVIE, STRIPES(R), ABC, (9:00-11:05PM)

A-19 (2) ABC WEEKEND REPORT-SUN., ABC, (11:44-11:59PM)

(3) CBS SUNDAY NEWS-OSGOOD, CBS, (11:02-11:17PM)

For explanation of symbols, See page A

EVE.SUN. SEPT.15, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,900 5.7				4,980 5.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (TU-F)(OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (TU-F)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,780 4.4				4,380 5.1									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				24 4.4	4.5			25 5.0	5.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				2,830 3.3				2,830 3.3				4,120 4.8		2,920 3.4			
	CBS TV				CBS MORNING NEWS 1 (TU-F)(OP)				CBS MORNING NEWS 2 (TU-F)(OP)				\$21,000 PYRAMID W-F		PRESS YOUR LUCK (TU-F)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)				2,150 2.5				2,150 2.5				3,260 3.8		2,410 2.8			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				14 2.4	2.6			12 2.5	2.5			16 3.6	3.9	13 2.7	2.9		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)				4,120 4.8				4,550 5.3				3,260 3.8		4,550 5.3			
	NBC TV				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				SILVER SPOONS W-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)				3,180 3.7				3,610 4.2				2,660 3.1		3,690 4.3			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				20 3.8	3.7			19 4.2	4.3			13 2.9	3.4	18 4.1	4.6		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				4,810 5.6				4,720 5.5									(SUS-OP)
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) >(OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,780 4.4				3,870 4.5									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				24 4.5	5.6			22 4.4	4.4								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)				2,750 3.2				3,350 3.9				4,440 5.4		3,260 3.8			
	CBS TV				CBS MORNING NEWS 1 >(OP)				CBS MORNING NEWS 2				\$21,999 PYRAMID W-F		PRESS YOUR LUCK >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)				2,150 2.5				2,580 3.0				3,780 4.4		2,830 3.3			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				13 2.5	2.5			14 2.9	3.1			20 4.2	4.5	15 3.2	3.4		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)				4,810 5.6				4,900 5.7				2,410 2.8		4,040 4.7			
	NBC TV				TODAY SHOW 7:30AM (CO-OP) (PARTICIPATING)>(OP)				TODAY SHOW 8:30AM (CO-OP) (PARTICIPATING)				SILVER SPOONS W-F		SALE OF THE CENTURY >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,610 4.2				3,950 4.6				1,980 2.3		3,440 4.0			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				23 4.4	4.1			22 4.6	4.7			10 2.2	2.5	18 3.9	4.1		
TV HOUSEHOLDS USING TV		WK 1	11.8	13.5	15.2	17.1	18.5	19.7	20.1	20.9	21.7	23.0	23.5	23.9	24.0	24.3	24.5	24.7
(See Def. 1)		WK 2	12.1	13.9	15.3	16.7	18.7	19.9	19.8	20.0	20.9	21.9	22.0	22.1	22.1	22.3	22.2	22.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,750 3.2	2,490 2.9	3,440 4.0	4,380 5.1	9,020 10.5			8,500 9.9								
	ABC TV		ANGIE (TU-F)(OP)	ALL STAR BLITZ (TU-F)(OP)	RYAN'S HOPE (TU-F)(OP)	LOVING (TU-F)(OP)	ALL MY CHILDREN (TU-F)(OP)			ONE LIFE TO LIVE (TU-F)(OP)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,230 2.5	2,060 2.4	2,830 3.3	3,690 4.3	6,790 7.9			6,360 7.4			7.3*		7.4*			
	SHARE OF AUDIENCE %		12	11	14	17	29			28			27*		28*			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,240 6.1	6,870 8.0	9,020 10.5			6,360 7.4			4,380 5.1							
	CBS TV		PRICE IS RIGHT 1 (TU-TH)(S)(OP)	PRICE IS RIGHT 2 (TU-TH)(S)(OP)(SD)	YOUNG AND THE RESTLESS (TU-TH)(S)(OP)			AS THE WORLD TURNS (TU-TH)(S)(OP)			CAPITOL (TU-TH)(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,380 5.1	5,670 6.6	8,700 7.8			4,980 5.8			3,950 4.6							
	SHARE OF AUDIENCE %		24	30	30			21			17							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9	4,810 5.6	3,610 4.2	2,750 3.2	7,220 8.4			5,670 6.6								
	NBC TV		WHEEL OF FORTUNE (TU-F)(OP)	SCRABBLE (TU-F)(OP)	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES (TU-F)(OP)			ANOTHER WORLD (TU-F)(OP)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6	4,120 4.8	3,010 3.5	2,230 2.6	5,410 6.3			4,120 4.8			4.8*					
	SHARE OF AUDIENCE %		30	22	13	9	23			18			18*					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	2,580 3.0	2,580 3.0	3,010 3.5	3,870 4.5	8,590 10.0			8,250 9.6								
	ABC TV		ANGIE	ALL STAR BLITZ	RYAN'S HOPE	LOVING	ALL MY CHILDREN			ONE LIFE TO LIVE (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5	2,150 2.5	2,490 2.9	3,260 3.8	6,440 7.5			6,180 7.2			7.2*					
	SHARE OF AUDIENCE %		11	11	12	15	27			27			27*					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,240 6.1	6,700 7.8	9,190 10.7			6,610 7.7			4,720 5.5							
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,550 5.3	5,670 6.6	8,870 8.0			5,150 6.0			4,300 5.0							
	SHARE OF AUDIENCE %		24	30	31			22			22*							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.4	4,470 5.2	3,610 4.2	2,580 3.0	6,870 8.0			5,670 6.6								
	NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES			ANOTHER WORLD (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3	3,870 4.5	3,090 3.6	2,150 2.5	5,330 6.2			4,380 5.1			5.1*					
	SHARE OF AUDIENCE %		28	20	15	10	22			19			19*					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.6	25.0	24.9	25.6	26.9	27.9	28.3	28.6	28.7	29.2	29.1	29.4	29.1	29.6	29.4	29.7
		WK. 2	22.4	22.7	22.2	22.8	24.0	25.2	25.6	26.3	26.8	27.4	27.7	27.9	27.5	27.8	27.2	28.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 2-6, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	E	E	K	1														
W	E	E	K	1														
W	E	E	K	2														

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 9-13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 7, 1985

NIELSEN TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						3,520 4.1	5,330 6.2		6,010 7.0		6,270 7.3		6,610 7.7		6,270 7.3			
	ABC TV						BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOPY-DOO			
	AVERAGE AUDIENCE (Households (000) & %)						2,410 2.8	4,120 4.8		5,240 6.1		5,500 6.4		5,500 6.4		5,150 6.0			
	SHARE OF AUDIENCE %						21	26		27		25		23		21			
	AVG. AUD. BY ¼ HR. %						2.7	2.8	4.6	5.1	5.8	6.4	6.5	6.4	6.4	6.4	5.8	6.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						2,230 2.6	3,950 4.6		4,980 5.8		4,380 5.1		5,150 6.0					
	CBS TV						BISKITT (SD)	GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		SATURDAY SUPERCAR					
	AVERAGE AUDIENCE (Households (000) & %)						1,890 2.2	3,280 3.8		3,870 4.5		3,610 4.2		3,010 3.5					
	SHARE OF AUDIENCE %						16	20		20		16		12					
	AVG. AUD. BY ¼ HR. %						2.0	2.5	3.4	4.2	4.1	4.9	4.1	4.3	3.7	3.3	3.8	3.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						2,410 2.8	3,180 3.7		4,720 5.5		6,960 8.1		8,250 9.6		7,900 9.2			
	NBC TV						SNORKS (SD)	PINK PANTHER AND BONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						1,890 2.2	2,580 3.0		4,040 4.7		5,580 6.5		8,960 8.1		6,610 7.7			
	SHARE OF AUDIENCE %						16	16		21		25		29		27			
	AVG. AUD. BY ¼ HR. %						1.8	2.5	2.7	3.3	4.4	4.9	6.3	6.8	8.0	8.2	7.6	7.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						2,920 3.4	4,550 5.3		4,810 5.6		4,900 5.7		5,410 6.3		4,120 4.8			
	ABC TV						BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOPY-DOO			
	AVERAGE AUDIENCE (Households (000) & %)						2,320 2.7	3,440 4.0		3,870 4.5		3,950 4.6		4,380 5.1		3,350 3.9			
	SHARE OF AUDIENCE %						18	20		19		17		18		13			
	AVG. AUD. BY ¼ HR. %						2.4	2.9	3.8	4.3	4.6	4.5	4.2	5.1	5.0	5.1	3.8	4.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						3,690 4.3	5,240 6.1		6,610 7.7		7,820 9.1							
	CBS TV						BERNSTAIN BEARS (SD)	WUZZLES (SD)		MUPPET BABIES & MONSTERS		ROCK N WRESTLING							
	AVERAGE AUDIENCE (Households (000) & %)						3,010 3.5	4,300 5.0		4,210 4.9		4,810 5.6		4,810 5.6		6.2*			
	SHARE OF AUDIENCE %						23	25		19		21*		17*		21*			
	AVG. AUD. BY ¼ HR. %						3.1	3.9	4.8	5.1	5.1	5.2	4.8	4.5	4.9	5.0	6.1	6.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						3,610 4.2	5,240 6.1		7,390 8.6		9,620 11.2		9,880 11.5		9,190 10.7			
	NBC TV						SNORKS (SD)	GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER			
	AVERAGE AUDIENCE (Households (000) & %)						2,660 3.1	4,210 4.9		6,440 7.5		7,900 9.2		8,680 10.1		7,900 9.2			
	SHARE OF AUDIENCE %						20	24		32		35		36		32			
	AVG. AUD. BY ¼ HR. %						2.6	3.6	4.3	5.4	7.2	7.8	8.9	9.5	10.0	10.2	9.2	9.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	7.1	8.8	10.0	12.0	13.9	16.5	19.1	21.1	23.2	24.9	26.3	27.3	27.5	28.5	28.9	29.7	
		WK. 2	8.5	9.5	11.3	13.3	15.2	17.9	20.3	22.2	23.8	25.4	26.9	27.9	28.9	28.7	28.5	29.0	

For explanation of symbols, See page A

DAY SAT. SEPT. 14, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 7, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,010 7.0		5,670 6.6		5,580 6.5		4,040 4.7										
	ABC TV	SCOOBY'S MYSTERY FUNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS ADV. OF CON SAWYER-HUCKLEBERRY FINN PT 1		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 5.8		4,980 5.8		4,470 5.2		2,410 2.8	2.9*			2.7*						
	SHARE OF AUDIENCE %	{ 20		20		17		9	9*			9*						
	AVG. AUD. BY ¼ HR.	{ 6.2	5.4	5.8	6.1	5.3	5.0	2.9	2.8	2.8	2.6							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,950 4.6		4,470 5.2		15,720 18.3												
	CBS TV	CBS STORYBREAK(B)		LAND OF THE LOST(B) (SD)		US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS 12:00-4:00PM (12:00-4:00PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,440 4.0		3,440 4.0		5,410 6.3	4.8*		5.1*		5.4*		6.0*		6.6*		7.1*	
	SHARE OF AUDIENCE %	{ 14		14		20	16*		17*		18*		20*		21*		21*	
	AVG. AUD. BY ¼ HR.	{ 3.7	4.4	3.9	4.1	4.8	4.7	4.9	5.3	5.5	5.3	5.6	6.3	6.5	6.7	6.7	7.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8		5,150 8.0		4,470 5.2		4,550 5.3										
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE MULK										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,150 6.0		4,550 5.3		3,890 4.3		3,780 4.4										
	SHARE OF AUDIENCE %	{ 21		18		14		14										
	AVG. AUD. BY ¼ HR.	{ 6.1	5.8	5.2	5.5	4.3	4.2	4.2	4.7									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,380 5.1		4,470 5.2		3,690 4.3		3,780 4.4										
	ABC TV	SCOOBY'S MYSTERY FUNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS ADV. OF CON SAWYER-HUCKLEBERRY FINN PT 2		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2		3,690 4.3		3,180 3.7		2,150 2.5	2.4*		2.6*							
	SHARE OF AUDIENCE %	{ 14		15		13		8	8*		9*							
	AVG. AUD. BY ¼ HR.	{ 4.3	4.1	4.1	4.5	3.8	3.6	2.3	2.5	2.5	2.6							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,410 6.3		4,900 5.7		3,690 4.3		3,520 4.1		3,690 4.3		13,490 15.7						
	CBS TV	CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		CBS COLLEGE FOOTBALL NOTRE DAME VS MICH. STAN (1:35-4:52PM)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,380 5.1		4,120 4.8		2,920 3.4		2,830 3.3		3,090 3.6		4,810 5.6	4.9*		5.9*		5.9*	
	SHARE OF AUDIENCE %	{ 18		16		12		11		12		18	16*		19*		20*	
	AVG. AUD. BY ¼ HR.	{ 4.9	5.4	4.9	4.7	3.5	3.3	3.2	3.4	3.5	3.7	4.4	5.3	5.8	6.0	6.0	5.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,250 9.6		6,180 7.2		4,810 5.8		4,550 5.3		6,610 7.7								
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		IAAF GRAND PRIX TRACK CHN								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,960 8.1		5,410 6.3		4,040 4.7		3,950 4.6		2,320 2.7	3.3*		2.6*		2.5*		2.4*	
	SHARE OF AUDIENCE %	{ 28		21		16		15		9	11*		8*		8*		8*	
	AVG. AUD. BY ¼ HR.	{ 8.3	7.9	6.4	6.2	4.7	4.8	4.6	4.8	3.6	3.1	2.8	2.4	2.4	2.5	2.4	2.5	
TV HOUSEHOLDS USING TV WK 1		29.4	28.6	28.9	30.3	30.9	31.7	31.3	31.7	30.7	31.0	30.6	30.8	31.4	32.6	33.3	34.3	
(See Def. 1) WK. 2		28.7	29.7	29.6	30.3	29.2	29.9	30.1	30.9	29.1	30.3	31.2	31.7	31.5	31.3	30.6	30.8	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 14, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,380 5.1	14,690 17.1													6,870 8.0	
	ABC TV		{	(1) (-OP)	CFA COLLEGE FOOTBALL GAME FLORIDA STATE VS. NEBRASKA (3:25-6:45PM)(OP)												CFA COLLEGE FOOTBALL POST		
	AVERAGE AUDIENCE (Households (000) & %)		{	3,610 4.2	6,180 7.2	6.3*	7.0*	7.0*	6.8*	7.4*	8.5*	8.0*	6,530 7.6						
	SHARE OF AUDIENCE %		{	12	19	18 *	20 *	20 *	19 *	20 *	20 *	19 *	18						
	AVG. AUD. BY ¼ HR. %		{	4.0	5.2	5.9	6.7	6.9	7.1	7.0	7.0	6.8	6.8	7.3	7.5	8.5	8.5	8.0	7.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	15,460 18.0												8,330 9.7			
	CBS TV		{	US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS 12:00-4:00PM (12:00-4:00PM)												US OPEN TENNIS-SAT-2 WOMEN'S CHAMPIONSHIP FINALS 4:00-7:00PM (4:00-7:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)		{	7.5*	7.5*	6,270 7.3	6.3*	6.2*	7.3*	7.1*	8.0*	8.9*							
	SHARE OF AUDIENCE %		{	22 *	22 *	19	18 *	18 *	20 *	19 *	19 *	21 *							
	AVG. AUD. BY ¼ HR. %		{	7.7	7.3	7.3	7.7	6.8	5.8	6.1	6.4	7.3	7.2	6.9	7.3	8.0	8.1	9.3	8.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	3,950 4.8	15,120 17.6													8,330 9.7	
	NBC TV		{	(2) (-OP)	NBC MAJOR LEAGUE BASEBALL NEW YORK METS VS. LOS ANGELES (3:19-6:43PM)(OP)(-OP)												NBC NIGHTLY NEWS-SAT. (8:41-7:00PM)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)		{	3,440 4.0	5,330 6.2	4.4*	5.7*	6.0*	6.7*	7.0*	7.7*	7,470 8.7							
	SHARE OF AUDIENCE %		{	12	17	13 *	16 *	17 *	19 *	19 *	19 *	20							
	AVG. AUD. BY ¼ HR. %		{	4.0	4.2	4.4	4.4	5.4	5.9	6.0	6.0	6.4	7.0	7.0	7.0	7.3	8.1	7.5	9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,750 3.2	15,720 18.3													7,820 9.1	
	ABC TV		{	(3) (-OP)	CFA COLLEGE FOOTBALL GAME UCLA VS. TENNESSEE WASHINGTON VS. BYU MULTI-SEGMENT TELECAST (OP)(SD)												CBS SAT. NEWS SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)		{	2,320 2.7	5,410 6.3	4.0*	4.4*	4.8*	6.5*	7.7*	8.8*	9.0*							
	SHARE OF AUDIENCE %		{	9	19	3 *	3 *	14 *	13 *	22 *	22 *	22 *							
	AVG. AUD. BY ¼ HR. %		{	2.7	3.2	4.0	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	5,070 5.9												7,820 9.1			
	CBS TV		{	CBS COLLEGE FOOTBALL MICHIGAN STATE VS. MICHIGAN (1:35-4:52PM)(SD)												CBS SAT. NEWS SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)		{	2,580 3.0	2.7*	3.4*	7.3												
	SHARE OF AUDIENCE %		{	9	8 *	10 *	1												
	AVG. AUD. BY ¼ HR. %		{	2.7	2.7	3.3	7.4	6											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	4,550 5.3	14,090 16.4													8,980 8.1	
	NBC TV		{	(4) (-OP)	NBC MAJOR LEAGUE BASEBALL N.Y. METS VS. MONTREAL ST. LOUIS VS. CHICAGO CUBS MULTI-SEGMENT TELECAST (OP)												NBC NIGHTLY NEWS-SAT		
	AVERAGE AUDIENCE (Households (000) & %)		{	3,950 4.6	5,570 6.6	5.7*	6.0*	6.3*	7.5*	7.0*	7.2*	6.4							
	SHARE OF AUDIENCE %		{	15	19	18 *	18 *	19 *	22 *	20 *	19 *	19 *							
	AVG. AUD. BY ¼ HR. %		{	4.5	5.3	5.6	6.0	5.9	6.1	6.1	6.5	7.4	7.5	7.2	6.8	7.2	6.7	6.7	6.7
TV HOUSEHOLDS USING TV (See Def. 1)																			
WK. 1		34.8	35.2	34.6	34.7	34.9	34.9	34.9	36.2	37.0	37.4	38.4	39.7	42.6	43.4	44.6	44.7		
WK. 2		30.4	31.1	31.2	31.8	33.5	34.2	34.1	34.4	34.8	35.7	36.3	37.4	39.8	41.5	42.3	44.0		

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

(1) CFA COLLEGE FOOTBALL-PRE GAME, ABC, (3:00-3:25PM) (2) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:19PM)
 (3) CFA COLLEGE FTBL-PRE, ABC, MULTI-SEGMENT TELECAST (4) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:18PM)

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{																		
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{																		
	SHARE OF AUDIENCE		■																		
	AVG. AUD. BY ¼ HR.		%																		
	TOTAL AUDIENCE (Households (000) & %)		{																		
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{																		
	SHARE OF AUDIENCE		■																		
	AVG. AUD. BY ¼ HR.		%																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{																		
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{																		
	SHARE OF AUDIENCE		■																		
	AVG. AUD. BY ¼ HR.		%																		
	TOTAL AUDIENCE (Households (000) & %)		{																		
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{																		
	SHARE OF AUDIENCE		■																		
	AVG. AUD. BY ¼ HR.		%																		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	5.8	6.8	8.3	10.1	11.5	13.0	15.3	17.4	19.9	21.7	23.0	24.3	25.9	26.1	26.5	27.5		
			WK. 2	5.6	7.2	8.6	10.2	12.0	14.1	16.2	17.6	19.6	22.3	23.5	24.6	25.0	25.8	26.3	27.9		

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		4,810 5.6		THIS WEEK-DAVID BRINKLEY		1,200 1.4		SPORTSBEAT							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,260 3.8		3.9*		3.7*		1.1 1.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		11 3.9		12* 4.0		10* 3.6		3 1.1							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				8,330 9.7		24,830 28.9		CBS NFL FOOTBALL GAME 1 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				6,180 7.2		11,420 13.3		10.4*		12.6*		13.2*		13.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				22 6.8		34 7.6		29* 10.2		34* 10.8		34* 12.3		33* 13.0	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		3,010 3.5		5,410 6.3		14,260 16.6		NFL FOOTBALL GAME 1-NBC MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,320 2.7		3,780 4.4		6,360 7.4		6.3*		7.1*		7.2*		7.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		9 2.7		14 2.6		19 3.9		18* 4.9		19* 6.0		19* 6.6		18* 7.2	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		4,300 5.0		THIS WEEK-DAVID BRINKLEY		ABC NEWS SPECIAL '85)									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,010 3.5		3.8*		3.2*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		11 3.5		12* 4.0		10* 3.0									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{				5,930 6.9		26,890 31.3		CBS NFL FOOTBALL GAME 1 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		4,720 5.5		12,370 14.4		11.6*		13.4*		14.5*		14.6*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 5.0		38 5.9		33* 10.4		37* 12.9		40* 13.2		38* 13.4			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		2,750 3.2		5,670 6.8		22,160 25.8		NFL FOOTBALL GAME 1-NBC MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (-OP)							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		1,890 2.2		4,550 5.3		9,530 11.1		9.7*		11.4*		11.6*		10.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		8 2.3		18 2.2		29 4.9		28* 5.7		31* 11.5		32* 11.6		28* 10.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.8	29.7	30.7	31.6	32.5	33.7	34.2	35.5	36.5	37.5	38.0	38.2	38.3	38.5	38.9
		WK. 2	28.0	28.6	28.9	29.7	30.2	31.1	32.5	33.9	35.0	37.3	37.8	37.8	37.9	38.5	39.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 8, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

(S)(OP)

8,850
10.3
ABC WORLD NEWS
TONIGHT-SUN

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

7,390
8.6
18
8.5 8.7

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

K

1

TOTAL AUDIENCE
(Households (000) & %)

2,150 18,120
2.5 21.1

CBS NFL FOOTBALL GAME 1
MULTI-SEGMENT TELECAST
VARIOUS TEAMS AND TIMES~
(-OP)

(1)
(OP)
(-OP)

US OPEN TENNIS-SUN.
MEN'S CHAMPIONSHIP FINALS 4:32-7:02PM
(4:32-7:02PM)(OP)(-OP)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

13.6*	13.6*	2.5	8.7	7.8*	8.1*	9.1*	8.8*	9.8*
33 *	33 *	6	19	18 *	19 *	20 *	19 *	20 *
13.7	13.5	13.6	13.7	13.3	2.6	8.1	7.5	8.1

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

22,760
26.5

NFL FOOTBALL GAME 1-NBC
MULTI-SEGMENT TELECAST
VARIOUS TEAMS AND TIMES~
(-OP)

NFL FOOTBALL GAME 2-NBC
MULTI-SEGMENT TELECAST
VARIOUS TEAMS AND TIMES~
(OP)(-OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

8.2*	8.6*	9.280	10.8	6.5*	11.0*	11.2*	11.3*	11.5*	11.9*
20 *	21 *	24	15 *	26 *	26 *	25 *	25 *	25 *	25 *
8.0	8.4	8.6	8.8	6.3	6.6	10.5	11.6	11.1	11.6

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

5,760
6.7

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

4,810
5.6
12
5.4 5.7

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

K

2

TOTAL AUDIENCE
(Households (000) & %)

20,440
23.8

CBS NFL FOOTBALL GAME 1
MULTI-SEGMENT TELECAST
VARIOUS TEAMS AND TIMES~
(-OP)

CBS NFL FOOTBALL GAME 2
MULTI-SEGMENT TELECAST
VARIOUS TEAMS AND TIMES~
(OP)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

15.2*	15.4*	10.8	<<	9.8*	11.9*	12.0*	12.8*	13.0*
39 *	38 *	25	<<	24 *	29 *	29 *	29 *	27 *
15.1	15.2	15.1	15.8	<<	7.3	12.3	11.9	11.7

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

3,690
4.3

NFL FOOTBALL GAME 1-NBC
MULTI-SEGMENT TELECAST
VARIOUS TEAMS AND TIMES~
(OP)(-OP)

(2)
(OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

11.3*	11.8*	3,520	4.1	6,010
29 *	29 *	10	14	7.0
11.3	11.3	11.6	11.9	10.8

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

NBC NIGHTLY NEWS-SUN

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

41.4	41.7	42.3	42.7	43.5	43.4	43.8	44.6	45.1	45.3	46.0	47.8	49.0	50.0	50.9
40.1	41.0	42.4	43.6	43.1	42.5	41.7	42.0	43.0	43.0	42.9	44.9	47.1	48.1	49.4

U.S. TV Households: 85,900,000

(1) US OPEN TENNIS-SUN, CBS, (4:19-4:32PM)(S)

(2) NFL FTBL POST-NBC, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. SEPT. 15, 1985

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON	2	8.58- 8.59PM	8.45								10,310	12.0	10,310	12.0	20	12.0	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.07AM	-GRID 11.00 11.15 11.30 11.45 12.00								32,730	38.1	17,780	20.7	35		
														19.7*	35*	20.7 18.8 18.3 16.8 15.4	
ABC ABC NEWSBRIEF-MON	1	9.39- 9.40PM	9.30	8,420	9.8	8,420	9.8	16	9.8								
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	13,230	15.4	13,230	15.4	24	15.4		8,500	9.9	8,500	9.9	15	9.9	
EVENING WEDNESDAY																	
ABC ABC SPECIAL REPORT-8:03P(S)	2	8.03- 8.08PM	8.00								10,050	11.7	8,250	9.6	17	9.6	
ABC ABC BUSINESS BRIEF-WED	2	8.56- 8.57PM	8.45								9,360	10.9	9,360	10.9	17	10.9	
	1	9.04- 9.05PM	9.00	8,250	9.6	8,250	9.6	16	9.6								
ABC ABC NEWSBRIEF-WED	1	9.57- 9.58PM	9.45	8,250	9.6	8,250	9.6	16	9.6								
	2	9.58- 9.59PM	9.45								8,420	9.8	8,420	9.8	16	9.8	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														

CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.00-11.17PM	-GRID 11.00 11.15								27,320	31.8	12,710	14.8	25	14.3 11.7	
														14.0*	26*		
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	9,110	10.6	9,110	10.6	17	10.6		11,340	13.2	11,340	13.2	21	13.2	
	2	9.51- 9.52PM	9.45														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.14- 8.15PM	8.00	8,930	10.4	8,930	10.4	21	10.4								
	2	8.15- 8.16PM	8.15								9,790	11.4	9,790	11.4	22	11.4	
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	6,530	7.8	6,530	7.8	14	7.6		15,890	18.5	15,890	18.5	32	18.5	
	2	9.54- 9.55PM	9.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
	2	8.52- 8.53PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,330	9.7	8,330	9.7	19	9.7		7,730	9.0	7,730	9.0	16	9.0	
	2	9.00- 9.01PM	9.00														
ABC ABC NEWSBRIEF-SAT.	1	9.55- 9.56PM	9.45	11,080	12.9	11,080	12.9	24	12.9		6,960	8.1	6,960	8.1	14	8.1	
	2	9.58- 9.59PM	9.45														
CBS US OPEN TENNIS-SAT-3(S)	1	7.00- 9.24PM	-GRID 9.15	16,750	19.5	6,360	7.4	16 8.1* 15*	8.2								
CBS SPORTSBREAK-SAT	2	8.58- 8.59PM	8.45								6,010	7.0	6,010	7.0	13	7.0	
CBS NEWSBREAK-SAT. CONT'D	2	9.56- 9.57PM	9.45								5,670	6.8	5,670	6.8	11	6.8	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SATURDAY-CONT'D																			
CBS NEWSBREAK-SAT.-CONT'D	1	10.23-10.24PM	10.15	6,790	7.9	6,790	7.9	15	7.9			14,430	16.8	14,430	16.8	30	16.8		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,250	9.6	8,250	9.6	18	9.6			15,200	17.7	15,200	17.7	30	17.7		
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.34- 8.35PM	8.30	10,390	12.1	10,390	12.1	20	12.1			10,740	12.5	10,740	12.5	20	12.5		
	2	8.32- 8.33PM	8.30									15,890	18.5	15,890	18.5	29	18.5		
ABC ABC NEWSBRIEF-SUN.		9.59-10.00PM	9.45	15,720	18.3	15,720	18.3	29	18.3			20,440	23.8	9,280	10.8	25			
CBS CBS NFL FOOTBALL GAME 2	2	4.03- 7.19PM	-GRID 7.15 7.30												13.5*	27*	12.7	<<	
CBS US OPEN TENNIS-SUN.(S)	1	4.32- 7.02PM	-GRID 7.00	18,120	21.1	7,470	8.7	19											
									9.7										
CBS 60 MINUTES	1	7.02- 8.02PM	-GRID	21,480	25.0	14,520	16.9	32				25,770	30.0	16,840	19.6	35			
	2	7.17- 8.17PM	-GRID 8.00 8.15						18.3							22.2*	37*	20.0	
CBS MURDER, SHE WROTE	1	8.02- 9.02PM	-GRID 9.00	21,220	24.7	16,150	18.8	31	19.2										

CBS SPECIAL MOVIE PRESENT-SUN.(S)	2	8.17-11.05PM	-GRID 11.00									28,350	33.0	12,460	14.5	23			13.2
CBS AMERICAN PORTRAIT-SUN(B)	2	9.05- 9.08PM	9.00									12,630	14.7	11,940	13.9	22			13.9
CBS CBS SPEC MOVIE PRESENT(S)	1	9.02-11.02PM	-GRID 11.00	24,140	28.1	16,060	18.7	30	19.2										
CBS SPORTSBREAK-SUN	1	9.00- 9.01PM	9.00	16,150	18.8	16,150	18.8	30	18.8			11,080	12.9	11,080	12.9	20			12.9
	2	9.30- 9.31PM	9.30																
CBS NEWSBREAK-SUN.	1	9.57- 9.58PM	9.45	13,060	15.2	13,060	15.2	24	15.2			10,390	12.1	10,310	12.0	19			12.0
	2	9.55- 9.57PM	9.45																
NBC NFL FOOTBALL GAME 2-NBC	1	4.03- 7.13PM	-GRID 7.00	22,760	26.5	9,280	10.8	24	13.1										
									13.1*	27*									
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	6,180	7.2	6,180	7.2	12	7.2			6,610	7.7	6,610	7.7	12			7.7
NBC NBC NEWS DIGEST-2-SUN.	1	9.48- 9.49PM	9.45	8,250	9.6	8,250	9.6	15	9.6										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,700	7.8	5,330	6.2	17	6.8 5.8 4.2	TU-F TU-F TU&TH		6,180	7.2	4,720	5.5 5.5* 5.9*	16 15* 18*	6.1 4.9 4.6	TUWF TUWF W & F	
ABC ABC NEWS:NIGHTLINE-MON	1	11.44-12.15AM	11.30 11.45 12.00	6,010	7.0	4,640	5.4	18	6.5 5.8 4.9	MON. MON. MON.									
ABC ABC NEWS:NIGHTLINE-THU(B)	2	11.55-12.25AM	11.45 12.00 12.15									5,240	6.1	4,300	5.0	17	5.5 5.2 4.5	THU. THU. THU.	
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.12AM	12.00									3,690	4.3	3,610	4.2	15	4.2	TUE.	

DAY NETWORK/PROGRAM	WK ■	TIME (N.Y.T.)	QUARTER ■■■■	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.30AM	12.00 12.15	6,610	7.7	5,580	6.5	23	6.5 6.5	WED. WED.									
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45	1,720	2.0	1,370	1.6	6	1.7 1.5 1.5	MTUTHF MTUTHF MTUTH	1,630	1.■	1,370	1.■	8	1.6 1.6 1.6 1.5	TU-F TU-F TU-F TU-F		
ABC ABC NEWS:NIGHTLINE-MON	2	12.59- 1.29AM	12.45 1.00 1.15								4,380	5.1	3,690	4.3	23	4.6 4.6 4.0	MON. MON. MON.		
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	8,760	10.2	8,760	10.2	17	10.2	TU&TH									
	2	>	8.45								11,770	13.7	11,770	13.7	22	13.7	MTUTH		
CBS NEWSBREAK-M-F		>	9.45 10.00	9,190	10.7	9,190	10.7	17	10.7	M-F	9,450	11.0	9,450	11.0	18	11.0 11.4	M-F WED.		
CBS LATE MOVIE I	2	>	11.30 11.45 12.00 12.15 12.30 12.45								6,530	7.6	3,950	4.6 5.0*	16 15*	5.3 4.8 4.6 4.2 4.1 4.6	M-F M-F M-F M-F M-F M-F		
	2	VARIOUS TIMES	(SUS)													4.4* 21*			

CBS US OPN TENNIS HILITES-FRI(S)	1	11.30-12.00MD	11.30 11.45	4,980	5.8	3,870	4.5	12	4.9 4.2	FRI. FRI.									
CBS US OPN TENNIS HILITES-MON(S)	1	11.30-12.00MD	11.30 11.45	5,330	6.2	4,040	4.7	14	5.3 4.1	MON. MON.									
CBS US OPN TENNIS HILITES-THU(S)	1	11.30-12.00MD	11.30 11.45	4,210	4.9	3,180	3.7	11	4.2 3.2	THU. THU.									
CBS US OPN TENNIS HILITES-TUE(S)	1	11.30-12.00MD	11.30 11.45	4,120	4.8	3,010	3.5	10	3.9 3.1	TUE. TUE.									
CBS US OPN TENNIS HILITES-WED(S)	1	11.30-12.00MD	11.30 11.45	5,670	6.6	4,380	5.1	14	5.8 4.5	WED. WED.									
CBS LATE MOVIE I	1	>	12.00 12.15 12.30 12.45 1.00	4,210	4.9	2,660	3.1 3.0*	13 11*	3.0 3.0 3.3 3.1 2.9	M-F M-F M-F M-F M-F									
	1	VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II	2	>	12.30 12.45									3,610	4.2	2,660	3.1 3.4*	18 17*	3.1 3.6 3.0	M-F M-F M-F	
	1	>	1.00 1.15 1.30 1.45	2,920	3.4	2,320	2.7 2.7*	19 17*	2.8 2.8 2.8 2.5	M-F M-F M-F M-F					2.8* 18*	2.6 2.6 2.6	M-F M-F WED.		
		VARIOUS TIMES	(SUS)					2.7* 21*											
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	860	1.0	690	.8	9	.9 .8	M-THSU M-THSU		1,030	1.2	940	1.1	12	1.1 1.0	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2 CONT'D		2.30- 3.00AM	-GRID	860	1.0	690	.8	12		M-THSU		1,290	1.5	1,120	1.3	17		M-THSU	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			2.30					.9	M-THSU					1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-2-CONT'D			2.45					.8	M-THSU					1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,550	1.8	690	.8 18	.8	M-THSU	1,800	2.1	860	1.0 20	1.3	M-THSU
			3.15				.8* 14*	.7	M-THSU				1.2*	1.2	M-THSU
			3.30				.7* 14*	.7	M-THSU				1.1*	1.2	M-THSU
			3.45					.8	M-THSU				1.0*	1.1	M-THSU
			4.00				.8* 19*	.8	M-THSU					.9	M-THSU
			4.15					.8	M-THSU				.9*	.9	M-THSU
			4.30				.8* 21*	.8	M-THSU					1.0	M-THSU
			4.45					.8	M-THSU				.8*	.8	M-THSU
			5.00				.8* 20*	.8	M-THSU					.7	M-THSU
			5.15					.8	M-THSU				.7*	.7	M-THSU
			5.30				.8* 20*	.9	M-THSU					9.8	M-F
			5.45					10.6	M-F	8,420	9.8	8,420	9.8 16		
NBC NBC NEWS DIGEST-M-F			8.45	9,530	11.1	9,530	11.1 19	12.8	WED.						
			9.00					10.4	M-F						
NBC NBC NEWS DIGEST-2-M-F	1		9.45	8,930	10.4	8,930	10.4 17		M-F	8,930	10.4	8,930	10.4 16	10.4	TU&TH
	2	9.58- 9.59PM	9.45											7.6	M-F
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,050	11.7	6,100	7.1 23	8.1	M-F	9,450	11.0	5,840	6.8 21	7.2	M-F
			11.45				7.8* 22*	7.5	M-F				7.4*		

NBC DAVID LETTERMAN I		12.30- 1.00AM	12.00	3,440	4.0	2,830	6.4* 23*	7.2	M-F	3,690	4.3	3,090	6.3* 22*	6.7	M-F
			12.15				5.7	5.7	M-F					6.0	M-F
			12.30				3.3 17	3.6	M-TH				3.6 17	3.9	M-TH
			12.45					3.0	M-TH					3.4	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,010	7.0	2,920	3.4 17	5.2	FRI.	4,210	4.9	2,150	2.5 14	3.7	FRI.
			12.45				4.6* 18*	4.0	FRI.				3.4*	3.1	FRI.
			1.00					3.3	FRI.					2.6	FRI.
			1.15				3.2* 16*	3.1	FRI.				2.3*	2.1	FRI.
			1.30					2.7	FRI.					1.9	FRI.
			1.45				2.3* 15*	2.0	FRI.				1.7*	1.5	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.0	2,150	2.5 16	2.7	M-TH	2,750	3.2	2,230	2.6 16	2.9	M-TH
			1.15					2.3	M-TH					2.4	M-TH
DAY MONDAY-FRIDAY															
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,460	1.7	1,370	1.6 19	1.6	M-F	1,460	1.7	1,290	1.5 19	1.5	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,230	2.6	2,060	2.4 18	2.4	TU-F	2,150	2.5	1,980	2.3 18	2.3	M-F
ABC ABC WRLD NWS-MORN-645A(B)	1	6.45- 7.00AM	6.45	770	.9	770	.9 9	.9	MON.						
ABC GOOD MORN AMER MON-730(B)	2	7.33- 7.48AM	7.30							3,690	4.3	3,520	4.1 22	4.1	MON.
			7.45											4.4	MON.
ABC GOOD MORN AMER-MON-730(B)	1	7.30- 8.00AM	7.30	2,750	3.2	2,150	2.5 14	2.6	MON.						
			7.45					2.4	MON.						
ABC GOOD MORN AMER-MON-830(B)	1	8.30- 9.00AM	8.30	3,610	4.2	2,920	3.4 13	3.3	MON.						
			8.45					3.5	MON.						
ABC ABC SPECIAL REPORT-10:30A(SUS)	2	10.30-10.48AM	10.30												
ABC ANGIE-MON(B)	1	11.00-11.30AM	11.00	3,690	4.3	2,920	3.4 9	3.0	MON.						
			11.15					3.7	MON.						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ALL STAR BLITZ-MON(B)	1	11.30-12.00NN	11.30 11.45	3,440	4.0	2,750	3.2	9	3.1 3.2	MON.									
ABC RYAN'S HOPE-MON(B)	1	12.00-12.30PM	12.00 12.15	3,870	4.5	3,260	3.8	10	3.6 4.0	MON.									
ABC LOVING-MON(B)	1	12.30- 1.00PM	12.30 12.45	5,580	6.5	4,550	5.3	14	5.1 5.6	MON.									
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00 1.15 1.30 1.45	9,110	10.6	6,870	8.0 7.7*	21 20*	7.6 7.7 8.0 8.5	MON.									
ABC ONE LIFE TO LIVE-MON.(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	8,930	10.4	6,440	7.5 7.6*	20 20*	7.8 7.3 7.3 7.6	MON.									
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,440	7.5	6,440	7.5	28	7.5	TU-F	6,440	7.5	6,440	7.5	27	7.5	M-F		
ABC ABC DAYTIME NWSBRF-MON(B)	1	2.58- 2.59PM	2.45	6,790	7.9	6,790	7.9	21	7.9	MON.									
ABC GENERAL HOSPITAL-MON(B)	1	3.00- 4.00PM	3.00 3.15 3.30	9,280	10.8	7,220	8.4 8.5*	22 22*	8.3 8.7 8.4	MON.									

ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	3.45 4.00 4.15 4.30 4.45					8.3* 22*	8.2	MON.		7,390	8.6	5,240	6.1 20 5.7* 19*	5.8 5.7 6.6 6.4	WED. WED. WED. WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,550	1.8	1,200	1.4	16	1.2 1.6	M-F M-F		1,460	1.7	1,120	1.3 14 8.5* 20*	1.2 1.4	M-F M-F
CBS CBS MORN. NEWS-MONDAY(B)	2	7.30- 7.48AM	7.30 7.45									1,890	2.2	1,800	2.1 11	2.0 2.2	MON. MON.
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 8.00AM	7.30 7.45	2,830	3.3	2,230	2.6	15	2.5 2.7	MON. MON.							
CBS CBS MORNING NEWS 2-MON(B)	1	8.30- 9.00AM	8.30 8.45	3,260	3.8	2,410	2.8	11	2.8 2.8	MON. MON.							
CBS CBS NEWS SPECIAL REPORT(SUS)	2	10.30-10.48AM	10.30														MON.
CBS PRESS YOUR LUCK-MON(B)	1	10.30-11.00AM	10.30 10.45	3,440	4.0	2,830	3.3	10	3.1 3.5	MON. MON.							
CBS PRICE IS RIGHT 1-MON.(B)	1	11.00-11.30AM	11.00 11.15	5,070	5.9	4,210	4.9	14	4.8 5.0	MON. MON.							
CBS US OPN TENNIS(FRI) 11:00A(S)	1	11.00-12.05PM	11.00 11.15 11.30 11.45 12.00	4,720	5.5	2,150	2.5 2.6*	11 12*	3.0 2.3 2.2 2.4 2.9	FRI. FRI. FRI. FRI. FRI.							
CBS PRICE IS RIGHT 2-MON.(B)	1	11.30-12.00NN	11.30 11.45	6,010	7.0	5,150	6.0	16	6.0 6.1	MON. MON.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,070	5.9	4,810	5.6	25	5.6	TU-TH	5,070	5.9	4,900	5.7 25	5.7	M-F	

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OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-11.57-MON(B)	1	11.57-11.59AM	11.45	5,580	6.5	5,410	6.3	17	6.3	MON.							
CBS US OPEN TENNIS (MON)(S)	1	12.30- 6.00PM	12.30	13,660	15.9	3,180	3.7	10	4.8	MON.							
			12.45				4.5*	12*	4.2	MON.							
			1.00						4.2	MON.							
			1.15				4.0*	10*	3.8	MON.							
			1.30						4.1	MON.							
			1.45				4.1*	11*	4.0	MON.							
			2.00						3.3	MON.							
			2.15				3.4*	9*	3.4	MON.							
			2.30						3.6	MON.							
			2.45				3.6*	9*	3.5	MON.							
			3.00						3.3	MON.							
			3.15				3.2*	8*	3.0	MON.							
			3.30						3.2	MON.							
			3.45				3.2*	8*	3.2	MON.							
			4.00						3.4	MON.							
			4.15				3.4*	9*	3.4	MON.							
			4.30						3.8	MON.							
			4.45				3.7*	10*	3.6	MON.							
			5.00						3.5	MON.							
			5.15				3.6*	9*	3.6	MON.							

			5.30						3.5	MON.							
			5.45						3.9	MON.							
CBS US OPN TENNIS(FRI) 12:36P(S)	1	12.36- 6.18PM	12.30	14,430	16.8	2,750	3.2	11	3.1	FRI.							
			12.45				2.8*	12*	2.6	FRI.							
			1.00						2.5	FRI.							
			1.15				2.4*	9*	2.2	FRI.							
			1.30						2.2	FRI.							
			1.45				2.3*	8*	2.3	FRI.							
			2.00						2.6	FRI.							
			2.15				2.4*	9*	2.3	FRI.							
			2.30						2.4	FRI.							
			2.45				2.5*	9*	2.6	FRI.							
			3.00						2.6	FRI.							
			3.15				2.5*	9*	2.4	FRI.							
			3.30						2.5	FRI.							
			3.45				2.6*	8*	2.8	FRI.							
			4.00						3.4	FRI.							
			4.15				3.4*	11*	3.5	FRI.							
			4.30						3.7	FRI.							
			4.45				3.7*	12*	3.7	FRI.							
			5.00						3.9	FRI.							
			5.15				4.0*	11*	4.1	FRI.							
			5.30						4.5	FRI.							
			5.45				4.7*	13*	4.9	FRI.							
			6.00						5.6	FRI.							
			6.15				5.6*	14*	5.7	FRI.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,380	5.1	4,120	4.8	16	4.8	TU-TH	4,810	5.6	4,550	5.3	17	5.3	M-F
NBC NBC NEWS AT SUNRISE CONT'D		6.30- 7.00AM	6.30	2,410	2.8	1,720	2.0	17	1.8	M-F	2,490	2.9	1,800	2.1	18	1.8	M-F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D			6.45						2.3	M-F							2.5 M-F
NBC NBC NEWS AT SUNRISE-CONT'D			7.30								3,690	4.3	3,090	3.6	19	3.6	MON.
NBC TODAY SHOW-7.30AM(B)	2	7.30- 7.52AM	7.45													3.5	MON.
NBC REAGAN NEWS CONF.-NBC(SUS)	2	10.30-10.52AM	10.30								1,370	1.6	1,200	1.4	6	1.3	MON.
NBC SALE OF THE CENTURY(B)	2	10.30-10.52AM	10.30													1.5	MON.
NBC WHEEL OF FORTUNE(B)	1	11.00-11.30AM	11.00	7,990	9.3	6,010	7.0	19	6.8	MON.							
			11.15						7.3	MON.							
NBC SCRABBLE(B)	1	11.30-12.00NN	11.30	5,580	6.5	4,720	5.5	15	5.4	MON.							
			11.45						5.6	MON.							
NBC DAYS OF OUR LIVES-MON(B)	1	1.00- 2.00PM	1.00	6,100	7.1	4,720	5.5	14	5.5	MON.							
			1.15						5.4	MON.							
			1.30						5.4	MON.							
			1.45						5.8	MON.							
NBC ANOTHER WORLD-MON(B)	1	2.00- 3.00PM	2.00	5,580	6.5	4,300	5.0	13	5.0	MON.							
			2.15						4.9*	13*							
			2.30						5.0*	13*							
			2.45						5.0	MON.							
NBC NBC NEWS DIGEST-DAY(B)	1	2.57- 2.58PM	2.45	3,870	4.5	3,870	4.5	12	4.5	MON.							

NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	17	4.9	M & F	3,950	4.6	3,950	4.6	17	4.6	M & F
DAY SATURDAY																	
ABC ABC FUN FIT-10:25AM		10.25-10.29AM	10.15	5,840	6.8	5,070	5.9	21	5.9		4,720	5.5	3,690	4.3	15	4.3	
ABC ABC FUN FIT-11:25AM		11.25-11.29AM	11.15	4,550	5.3	4,120	4.8	17	4.8		3,950	4.6	3,180	3.7	13	3.7	
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.25PM	-GRID	4,380	5.1	3,610	4.2	12			2,750	3.2	2,320	2.7	9		
	2	3.00- 3.22PM	-GRID						4.5							2.6	
			3.15								8,760	10.2	8,610	7.7	19	7.7	
ABC CFA COLLEGE FOOTBALL POST	2	6.53- 7.00PM	6.45								4,210	4.9	3,610	4.2	25	4.2	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,660	3.1	2,230	2.6	17	2.6		4,980	5.8	4,380	5.1	24	5.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,040	4.7	3,610	4.2	21	4.2								
CBS IN THE NEWS- 9.56AM	1	9.56- 9.59AM	9.45	4,040	4.7	3,610	4.2	16	4.2		3,780	4.4	3,440	4.0	13	4.0	
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45														
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	3,870	4.5	3,520	4.1	14	4.1		2,660	3.1	2,490	2.9	10	2.9	
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								3,090	3.6	2,920	3.4	11	3.4	
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								3,610	4.2	3,350	3.9	13	3.9	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								5,580	6.5	4,300	5.0	17	5.0	
CBS CBS COLLEGE FOOTBALL PRE	2	1.30- 1.35PM	1.30								4,980	5.8	3,690	4.3	13	4.3	
CBS CBS COLLEGE FOOTBALL POST	2	4.52- 5.00PM	4.45								3,350	3.9	3,260	3.8	23	3.8	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,230	2.6	2,060	2.4	16	2.4		4,550	5.3	4,380	5.1	24	5.1	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,090	3.6	2,920	3.4	17	3.4		8,760	10.2	8,590	10.0	35	10.0	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,790	7.9	6,610	7.7	27	7.7								
NBC ONE TO GROW ON-10:58AM	1	10.58-11.00AM	10.45	6,360	7.4	6,100	7.1	24	7.1								

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
NBC ONE TO GROW ON-11:28AM	2	11.28-11.30AM	11.15																
NBC ONE TO GROW ON-11:58AM	2	11.58-12.00NN	11.45																
NBC ONE TO GROW ON-12:28PM	1	12.28-12.30PM	12.15	3,520	4.1	3,350	3.9	13	3.9										
NBC NBC MAJOR LEAGUE PRE GAME	1	3.00- 3.19PM	-GRID	3,950	4.6	3,440	4.0	12											
	2	3.00- 3.18PM	-GRID 3.15						4.0		4,550	5.3	3,950	4.6	15		5.1		
NBC NBC MAJOR LEAGUE BASEBALL	1	3.19- 6.41PM	-GRID	15,120	17.6	5,330	6.2	17			14,090	16.4	5,670	6.6	19				
	2	3.18- 6.24PM	-GRID 6.30				7.8*	18*	7.8					2.7*	7*	2.7			
DAY SUNDAY																			
ABC ABC SPECIAL REPORT-3:44P(S)	1	3.44- 3.47PM	3.30 3.45	2,750	3.2	2,580	3.0	7	3.0 3.0										
CBS FOR OUR TIMES(SUS)	2	6.00- 6.30AM	6.00																
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.24PM	-GRID	24,830	28.9	11,420	13.3	34			26,890	31.3	12,370	14.4	38		15.9		
	2	1.00- 4.27PM	-GRID 4.00 4.15 4.30 4.45				13.7*	32*	13.5 10.7 1.1					16.1* 10.4*	38* 25*	10.3 10.4			

CBS US OPEN TENNIS-SU(S)	1	4.19- 4.32PM	-GRID 4.30	2,150	2.5	2,150	2.5	6	2.4								
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.02PM	-GRID	14,260	16.6	6,360	7.4	19			22,160	25.8	9,530	11.1	29		
	2	1.00- 4.22PM	-GRID 4.00 4.15 4.30					4.8*	11*	5.1 .5 <<					10.7*	25*	8.4 3.9